BROADCASTING

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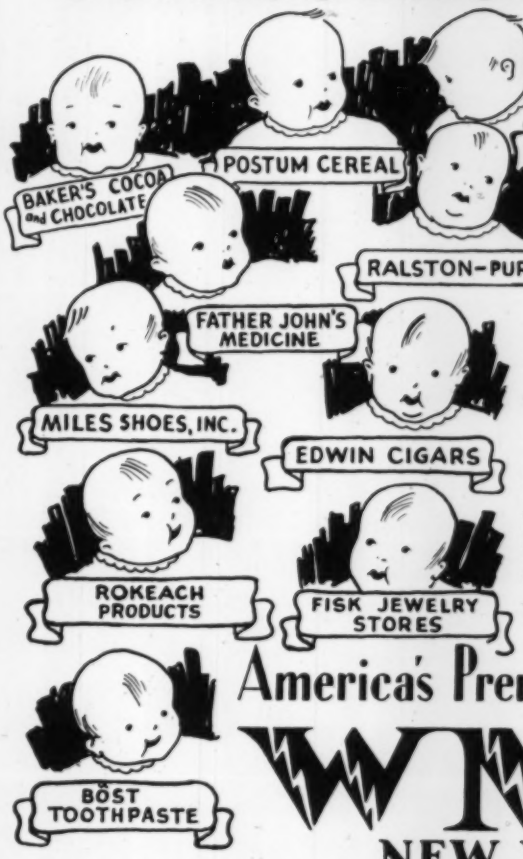
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Announcing



10 "BLESSED EVENTS"

MEET ten *brand new* additions to WMCA's large family of satisfied clients. You will recognize the little rascals immediately. The stork, inspired by WMCA coverage, WMCA program quality, WMCA service to advertisers and *WMCA rate economy* has just delivered to us ten "Blessed Events". Look 'em over. . . . Aren't they a lusty lot? And they'll receive the same loving care and attention that has brought recognition to WMCA as . . .

America's Premier Regional Station

WMCA

NEW YORK CITY

Donald Flamm President

KNICKERBOCKER BROADCASTING CO. Inc.

WMCA BUILDING NEW YORK CITY

CHICAGO OFFICE FREE & SLEININGER 180 N. MICHIGAN AVE. CHICAGO ILL.

XUM

"Radio has almost ceased to be an advertising sensation. It has settled down to being an advertising success."

Fortune, September, 1932

- This is the concluding sentence of Fortune's appraisal of Radio as an advertising medium.

- In arriving at that conclusion Fortune lists the ten most popular network programs—five of them

Amos 'n' Andy
(originated by WMAQ)
Chase and Sanborn
Fleischmann's Yeast
Sherlock Holmes
Firestone Tires

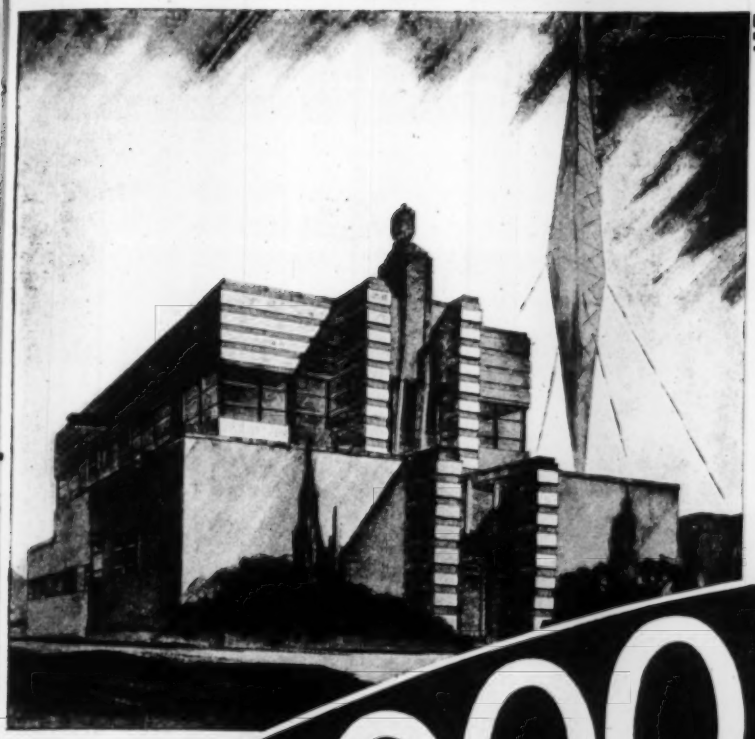
come to the Chicago audience over WMAQ.

- Your advertising message will be in good company on WMAQ.

WMAQ CHICAGO

FULL TIME, CLEARED CHANNEL

A NATIONAL BROADCASTING COMPANY NETWORK STATION



50,000 WATTS

WCAU

PHILADELPHIA

announces the

OPERATION

of its

NEW 50,000 WATT TRANSMITTER

SEPTEMBER 15, 1932

NEW RATES EFFECTIVE OCTOBER 1, 1932

Rate Card Upon Request

Station WOR

Newark, New Jersey

The Seventh Consecutive Year

THIS WEEK inaugurates the start of the seventh consecutive year of broadcasting on WOR by the Alfred W. McCann Pure Food Hour, presented every Monday, Tuesday, Wednesday and Thursday for one hour from 10 to 11 a. m. It has been an outstanding success from the first broadcast and continues to grow.

■

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY . New York City

We did it for Wheatena™...

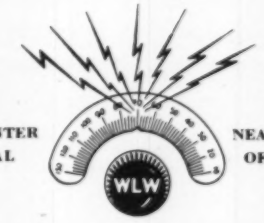
we can do it for YOU

The nationally known "Old Man Sunshine" and his Toy Band was the feature in the phenomenally successful Wheatena program. The novelty of its presentation and the genuine entertainment that it provided made it an overwhelming favorite throughout the WLW area.

WLW's new and sensational Field Merchandising Service swung into its usual vigorous action on the radio campaign for The Wheatena Corporation. Wholesale grocers were contacted in twenty key cities. Two thousand retailers were called on, display signs were distributed and the entire campaign with its tremendous sales advantages explained.

Whole-hearted enthusiasm for the Wheatena campaign was the result. Hundreds of new accounts were opened. Grocers and wholesalers were happy. The manufacturer and advertising agency were extremely satisfied. WLW and its Field Merchandise Service did it. Write us for our plan and our 72-page portfolio.

NEAR THE CENTER OF THE DIAL



NEAR THE CENTER OF POPULATION

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President*

CINCINNATI

Radio's Most Powerful Voice!

W S M

NASHVILLE, TENNESSEE

50,000 WATTS

NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser W S M guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener W S M continues the same friendly, high-class program which has made it "The Favorite Station of the South."

W S M

50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by

The National Life and Accident Insurance Company
INC.

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 6 | WASHINGTON, D. C. | SEPTEMBER 15, 1932 | $3.00 PER YEAR—15c A COPY

Copyright Contracts Puzzle Broadcasters

By SOL TAISHOFF

Schuette is Negotiating for "Sustaining" License Fee Cuts; Definition of "Net Receipts" Causes Most Trouble

HAVING accepted the new percentage copyright scale of the American Society of Composers, Authors and Publishers, broadcasters now are busy studying the terms of the new contracts presented to them by agents of ASCAP throughout the country. From the tenor of the inquiries being received by the NAB from many stations, broadcasters are at a loss to understand some of the provisions and desire to have several phases cleared up before they agree to the new scale, calling for 3, 4 and 5 per cent of their "net receipts" over a three-year period, plus readjusted "sustaining" licenses.

A number of stations are carrying on individual negotiations with E. C. Mills, general manager of ASCAP, seeking downward revision of their sustaining licenses. On behalf of the industry as a whole, and armed with full information from a large number of stations, including members of the NAB as well as non-members, Oswald F. Schuette, director of copyright activities, is endeavoring to procure reduced sustaining fees for the stations and it is presumed that he will later take up the other problems in his talks with Mr. Mills.

Attack Threats Subside

TALK about attacking the new royalty scale, accepted under protest by the NAB board of directors Aug. 24, is subsiding for the time being. The stations which threatened such actions have been dealing individually with Mr. Mills on the "sustaining" license, and until they either arrive at a satisfactory basis, or definitely break off their negotiations, their future course remains undecided.

Both NBC and CBS, it is understood, have definitely completed their new contractural arrangements with ASCAP, not only for their New York key stations but for the other outlets they own and operate. Subsequently, Mr. Mills drafted a new contract form for submission to all stations but initially to those of more than 500 watts. Those of 500 watts and under have been granted extensions of their present flat-rate contracts until Oct. 1.

Greatest apprehension among broadcasters has been expressed over the meaning of the term "net receipts" as described in the new contract form and on which the percentage royalty is to be paid under the three-year contract. This term is described in the contract under Article 8, paragraph (d):

"The term 'net receipts' from the sale of its broadcasting facilities shall refer to the full amount charged by and actually paid to licensee for the use of its broadcasting facilities (sometimes known as 'time on the air'), after deducting commissions not exceeding fifteen per cent (15%), if any, paid to the advertising agent or agency (not employed or owned in whole or in part by licensee)."

Stations point out that in many cases they are forced to pay two 15 per cent commissions for placement of business. Under the contract, however, only one such commission would be deductible. Broadcasters long have battled the double-commission and time-broker problem as one which is almost tantamount to rate-cutting. Some stations, therefore, see in the single commission stipulation a possible means of combating the double-edged commissions.

What of Talent Costs?

ALSO growing out of the "net receipts" clause is the question whether deductions for talent costs and line charges are permissable. Such items do not come under the head of the sale of broadcasting facilities, which is construed to mean the price actually paid for what goes into the microphone. Networks, for example, bill their clients separately for talent and line charges, as do some stations.

Many stations also have inquired whether the percentage royalty is to be paid on time sold for political addresses, since no copyrighted music is used in their presentation. In connection with this inquiry and with that pertaining to the 15 per cent commission deduction, Mr. Mills has stated that no deductions will be allowed in either case.

While immediately after the negotiations were concluded, Mr. Mills declared that no items would be deductible beside the 15 per cent agency commission, Mr. Mills now takes the position that bad debts may be deducted from the royalty remittance to ASCAP, but if these are paid later the royalty then shall be accounted for.

Transcription Royalties

THE QUESTION of the payment of the royalty on transcription business, on which a specific royalty previously has been collected by the same copyright owners, through the Music Publishers Protective Association, or some other agency, also has been raised. MPPA, which recently reached an agreement with transcription companies and advertising agencies on copyright royalties, is declared to be independently operated, but is known to have a definite tieup with ASCAP.

Finally, many stations have expressed vigorous opposition to the contract demand that ASCAP shall have the right "by its duly authorized representative" to inspect books of any station to ascertain that payments are being made properly and honestly. They object to having the local representatives of ASCAP, who also may be counsel for their competitors or organizations with which they do business, prying into their books. The new contract states that ASCAP shall consider all data and information coming to its attention as a result of the examination of broadcasters' books to be "completely and entirely confidential." It is felt, however, that such inspection should be made by a firm of certified public accountants under the seal of confidence—men who could not have any interest in

(*Continued on page 30*)

WHAT EFFECT REPEAL ON RADIO?

Brewers Say They Will Spend Generously to Stage Programs Revolutionary in Excellence

By WALTER NEFF
Ass't Director of Sales
WOR, Newark

Mr. Neff

BREWERIES and wineries are polishing up their apparatus against the day when Congress lifts the embargo against the sparkling beverages that exhilarates or damns according to one's personal lights. What effect will nullification of the Volstead Act and the repeal of the Eighteenth Amendment have on radio? What will radio's attitude be? Shall we hear the merits of this and that brew? Shall we hear of the benefits of a magnum of this or that champagne? What sort of programs will be put on the air by their manufacturers as good-will creators?

For radio there has been no precedent such as has already has established by newspapers. One does not have to stretch his memory very far to recall the advertisements published in the daily press before the advent of prohibition. Beer, wines and liquors furnished no little part of the revenues of the Fourth Estate, and business managers of the daily papers would certainly welcome the space displays of so important an industry.

WOR Studies Problem

RADIO, unlike the newspapers, has no declared public policy or political affiliations beyond carrying out the public convenience and necessity clause of station licenses. The great majority of metropolitan dailies have been frankly outspoken against prohibition as a matter of infringement on personal rights and irrespective of its economic aspects. Not so radio. Neither the antis nor the pros have been permitted to discuss the subject unless the other side had an opportunity to present its arguments. The same is true of every other issue that directors believe is inherently controversial.

Thus far, the managers of major

(*Continued on page 24*)

XUM

Eastern Collegiate Lifts Football Ban

Broadcasting of Games Left To Individual Discretion

WITH THE REPEAL by the Eastern Intercollegiate Association of the ban it previously had invoked on the broadcasting of major football games this season, virtually all colleges and universities in the country are empowered to make their own decisions on the broadcasting of games played on their home gridirons.

The Eastern group, at a meeting in New York Sept. 9, in effect, rescinded its ruling of last June, in which it specifically prohibited the broadcasting of games played by its 12 members on the ground that radio cuts into attendance, particularly of the smaller schools. Other sectional collegiate associations took up the radio issue, but practically all of them now have authorized members to rule individually on broadcasts from their home grounds. Thus, the situation is exactly where it has been in previous years.

Alumni Complained

ARMY and Harvard led the fight for repeal at the New York meeting. Smaller institutions have been fighting to retain the ban, contending that the radio accounts of large collegiate games hurt attendance at the games of the smaller schools inasmuch as many football followers would rather listen to a big game than attend a small one.

Since the passage of the resolution of the Eastern group last June 28, however, complaints have been made by the alumni of the dozen large colleges involved. They reached such a volume that the new meeting was called and the action rescinded.

Such teams as Army, Columbia and Harvard at once let it be known that they would permit broadcasts of their 1932 home games. While no official list of colleges to permit broadcasting is available, it was apparent that practically all of the leading schools of the East will lift the restriction. Some of the smaller institutions are still believed to oppose broadcasting.

In addition to Army, Columbia and Harvard, other members of Eastern Association are Dartmouth, Yale, Princeton, Pittsburgh, University of Pennsylvania, Navy, Rutgers, Syracuse and Penn State.

WBT Broadcasts Talks On Justice Department

THE ACTIVITIES of the bureau of investigation of the Department of Justice are being discussed in a series of talks carried each Thursday, beginning at 8:15 p. m., EST, by WBT, Charlotte, N. C. The talks are being made by Edward E. Conroy, who is in charge of the Charlotte field office of the bureau.

The broadcasts were arranged by officials of WBT with Mr. Conroy, who obtained permission directly from J. Edgar Hoover, director of the bureau, with headquarters in Washington.

COUNTRY STORE—Novel idea of D. D. Palmer, directing WHO-WOC, of displaying merchandise advertised over those stations serves purpose of bringing product closer to people and convincing other radio prospects. It went over so well at Davenport that it was taken to the Iowa State Fair and drew favorable comment there also.

By DR. LYLE FLANAGAN

ONCE MORE we at the stations of the Central Broadcasting Co., operating WHO, Des Moines, and WOC, Davenport, take pride in presenting something really new in radio. We call it our Country Store.

Some time ago, D. D. Palmer, manager of Central, conceived the idea that a display of products which had been advertised over stations WOC-WHO, might be a good thing for the thousands of people who visit our studios to examine at first hand. So he made up a list of all products which had been advertised either locally or through the NBC, and wrote each house, asking for samples or for display posters or some sort of material which would adequately portray the material they had told about over the air.

Tremendous Response

THE RESPONSE almost took the breath away from all of us in the station . . . so much so, in fact, that the idea which had originally been nothing but a notion, became almost a nightmare! What to do with all the material was the big problem. So carpenters and painters were set to work with an inkling of what was wanted, and the result was a country store, made of theatrical scene canvas, and painted with all the knot-holes, cracks and crevices that an old and delapidated building in a "backwoods" town might have. The electric fixtures were made from old wall lanterns to give the appearance of antiquity, and the floors were made from knotted pine boards.

After the Country Store was erected in the building which houses the WOC studios, it became a mecca for sightseers in Davenport. Its fame travelled fast, and, when the Mississippi Valley Fair and Exposition was preparing its opening this fall, the request came for the display to be moved to the fair grounds where it was given the best space in the new Exposition Building. The thousands of people who have seen the display at WOC, have gone through it again at the fair grounds, and many thousands more have asked where it was located so that they might visit it. Country Store was also displayed at the State Fair at Des Moines with favorable comment.

Then those advertisers, who had not heeded Mr. Palmer's request to display their wares in the Country Store, heard of the exhibit and came rushing feverishly to the fair grounds to see whether or not they could have space in the exhibit. Fortunately there was room for all, and the Country Store has grown to almost the proportions of a city department store.

The display has two purposes, and both are advertising purposes: First, to show the consumer what we are doing in presenting the story of the best purchasable goods to them. People have come to depend on radio to tell them what they should buy and why. They know that radio advertising has been true and honest, and that, when the story of a certain product is told them over the air, they can depend on it that the product has been tried and tested before it has been offered to them. The offer has personal appeal.

The second purpose which Country Store serves is that of convincing prospective advertisers, who may never have used radio before, and who may be dubious as to the results which can be obtained, that all the advertisers who are displaying in the Country Store would not have taken the chance and would not be continuing with radio broadcasting if the results were not worth while. A display of this kind is impressive in either case.

Southwest Manager

HOWARD DAVIS became commercial manager of the Southwest Broadcasting Co., Fort Worth, Sept. 1. He formerly was with WIL, St. Louis. He will handle the accounts of KOMA, Oklahoma City; KTAT, Fort Worth; WACO, Waco; KTSA, San Antonio; KTRH, Houston; WRR, Dallas; KGRS, Amarillo, and KGKO, Wichita Falls. Headquarters of the Southwest Broadcasting Co. are now in the Trinity Life Building, Fort Worth.

Wheatena Party

RAYMOND KNIGHT, author and star of the new "Wheatenaville" series launched over the NBC Sept. 11 on a five-day-a-week schedule, was host to New York radio editors and columnists at a program pre-view and dinner Sept. 8. The series is sponsored by the Wheatena Corp., is handled by McKee & Albright, of Philadelphia. Arthur R. Wendell, treasurer and manager of the Wheatana Corp., addressed the writers and outlined the purpose of the program.

Four More on List For Saltzman Job

John Henry and Bond Geddes Bear Strong Endorsements

Mr. Geddes

ALTHOUGH the completion of the Radio Commission personnel continues to be held in abeyance by President Hoover, several new candidates for the fourth zone commissionership, vacated by Chairman Charles McK. Saltzman last July, have appeared, and two are understood to bear strong endorsement.

John H. Henry, manager of KOIL, Council Bluffs-Omaha, and Bond Geddes, Chicago, executive secretary of the Radio Manufacturers Association, according to White House spokesmen, have been endorsed for the post by men prominent both in radio and in politics. Both are practical radio men, the former as a broadcaster and Mr. Geddes as the executive of the organized manufacturers. Similarly, both are former newspapermen.

Former Newspapermen

MR. HENRY was formerly managing editor of the COUNCIL BLUFFS NONPARIEL and is well-known in newspaper and radio circles of the middle West. Mr. Geddes was at one time head of the United Press Bureau in Washington and later was chief of the capitol staff of the Associated Press. He joined the RMA about four years ago.

It is understood also that Michael Ert of Milwaukee, founder and first president of the Wisconsin Radio Trade Association and former president of the National Federation of Radio Associations, and John S. Boyd, Chicago attorney, who has practiced before the Radio Commission, have been proposed as candidates. Little could be learned at the White House, however, about their sponsors.

While it was indicated at the White House that there might be something to the report, carried in the Sept. 1 issue of BROADCASTING, that the Commission would be reduced from five to three members, as an economy measure, it was said that no definite decision has yet been reached. The White House branded as false the report that the President had in mind letting the fourth zone post remain vacant until after the presidential elections.

Other Candidates

IN ADDITION to the new candidates, it is understood that the White House is still considering the names of several of the candidates who were mentioned immediately following General Saltzman's resignation last July 19. These include William S. Hedges, director of WMAQ, Chicago; James W. Baldwin, of Indiana, secretary of the Commission; Robert D. Heinl, of Indiana, Washington radio news correspondent, and Earl Ferguson, attorney of Shenandoah, Ia.

Proving That Broadcast Advertising Pays

By ROY C. WITMER
Vice President in Charge of Sales, NBC

NBC Business Strides Held Typical of Entire Industry; Sponsors Testify as to Effectiveness in Sales

Mr. Witmer

WHILE MOST industries have been on a marked decline during the last several years, broadcasters on the whole have experienced a considerable growth in business. This can mean but one thing, according to Mr. Witmer, and that is that radio has proved its efficacy as an advertising medium. Besides offering some figures showing NBC gains, he presents some emphatic testimonials regarding the radio medium as a whole. All of which should provide excellent material for broadcasters to use in winning over recalcitrant prospects.

IT IS INDEED a ticklish proposition for any industry which has maintained a record of expansion and progress during these days of generally receding sales and profits to point to that record with any degree of emphasis. If it is not handled discreetly, one might be accused of boasting and "rubbing it in."

But, after all, any industry which has forged ahead in the face of recent economic conditions, naturally enough takes a pride in such a record; and, in citing our notable progress, we of the broadcasting field do so with anything but intent to gloat over it. Our purpose is rather to demonstrate to other industries that we are admirably equipped to help them reaccomplish their former prosperity and smoothness of operation.

NBC Held Typical

THROUGH the past few years of business downswing, the broadcasting industry has been fortunate enough to advance consistently. Generally speaking, the record of the National Broadcasting Company typifies the continued business increase of organizations throughout the broadcasting industry.

In order to clarify the following comparisons, we shall eliminate figures pertaining to the relatively few weeks of NBC's existence in 1926. (NBC was founded in November, 1926.)

Here is a listing of NBC gross business (excluding talent charges) and number of NBC clients, yearly from 1927 through 1931:

	NBC Gross	*Clients*
1927	$3,760,000	78
1928	8,780,333	137
1929	14,310,382	166
1930	20,088,887	192
1931	25,607,041	231

Increases Reflected

IN ORDER to make a comparison with 1932 possible, the following table shows how advertising expenditures on NBC networks have mounted, according to a comparison of the first six months' expenditures for each year since 1927. These figures are the gross amounts for time alone (no talent included):

January-June 1927	$1,612,422
" " 1928	3,988,927
" " 1929	6,701,023
" " 1930	9,234,611
" " 1931	12,344,632
" " 1932	15,109,645

Is there an explanation for the remarkable way in which this upclimb has sustained itself?

Yes! It is that *broadcast advertising sells goods.* In addition to stimulating sales, broadcast advertising accomplishes other important benefits. But that undeniably is the chief one.

Some Examples

IN THE FILES of NBC are numerous examples of mounting sales volumes brought about by broadcast campaigns conducted on NBC networks. Let me cite a few of them.

The general manager of a perfume manufacturing organization reports that for the eight months' period his firm sponsored a program over NBC (to which a preponderant part of its advertising appropriation was devoted) sales increased 25 per cent over the preceding eight months. He adds: "It has created acceptance for a new, complete line of our products."

The vice president of the advertising agency handling the account of a prominent cereal company states that the sales of this firm showed a marked increase from the very first week the program was on the air. He specifically says that sales for January, 1932, increased 11 per cent over January, 1931; sales for February, 1932, increased 18 per cent over February, 1931; sales for March, 1932, increased 58 per cent over March, 1931.

Testimonials of Advertisers

HERE IS an extract from an article by Martin L. Davey, president of the Davey Tree Expert Company, which appeared in a recent number of BROADCASTING:

"We began broadcasting the first Sunday in January, 1930, a short time after the stock market crash and we continued for six months. During the first five months of 1930, our volume ran 20 per cent ahead of the same period in 1929. The business in June, 1930, was equal to that for June, 1929. During the last half of 1930, we encountered a moderate decline in volume, but the total amount for the year 1930 was a little over $3,000,000 or almost the same amount that we did in the boom year of 1929.

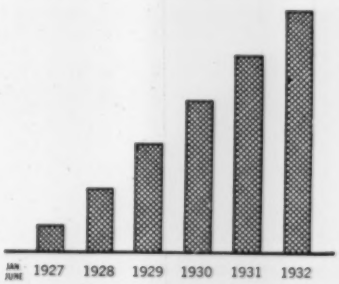
"During the year 1931 we experienced a moderate decline in volume, although we served just as many clients as we did the preceding year. This simply meant that the average order was somewhat smaller in 1930. Even in this bad year of 1932, we are serving almost as many clients as we did last year, although the average size of the orders is again somewhat smaller.

"There is no doubt that our radio program has had a powerful effect in maintaining a very fair volume of business during this period * * *."

Run on Stores

THE GENERAL sales manager of a well known ginger ale company declares:

"We have no hesitancy in saying that without radio broadcasting it would be impossible for us to enjoy the tremendous increases in business we are experiencing each year."



UPSWING of radio advertising since inception of NBC, as indicated by expenditures on NBC networks.

A letter from the advertising agency of a drug product manufacturer reports that "salesmen and dealers have reported a run on the stores after certain broadcasts."

An official of Cities Service Company states in an article:

"A salesman in Dallas, Texas, closed a contract for 9,000 gallons a month as a result of a contact brought about by our radio efforts.

"Our security department has felt the effects of our broadcasting in no uncertain manner. Sales amounting to 2,000 shares of stock were made in one city as a result of a contact brought about by our radio efforts."

Sales Pushed to Peak

A PRODUCER of paints and varnishes reports as follows:

"Among the dealers who were recently questioned on the value of the program in creating sales, 53 per cent had traced new customers and definite sales results to the broadcasts. Forty-three per cent were unable to give any dollar estimate of the results, but more than half of these, now that it was suggested to them, remember a few, or several, or many sales, when the customer had mentioned the program as a source of information."

A honey producer instituted a program over NBC on Jan. 28. The advertising agency remarks:

"It will undoubtedly interest you to know that during the month of February, honey sales were within $100 of the peak business month ever experienced by the company."

A dairy organization writes as follows:

"We went into radio believing it would give us the best publicity and sales stimulus during the period for the money spent and we were not disappointed."

Copy in a trade paper advertisement of Swift & Company reads:

"Meet the Stebbins Boys of Bucksport Point! Swift & Company's famous radio entertainers who broadcast nightly over 35 of the country's most powerful stations. In eight weeks they made Brookfield Butter over 50 per cent better known in 28 major cities."

I could keep on citing similar examples by the dozen, but the ones enumerated are no doubt sufficient to demonstrate that *broadcast advertising sells goods.* And there you have the primary reason why volume of business and number of clients have mounted and continue to mount for the broadcast industry.

WFIW Seeks Move

WFIW, Hopkinsville, Ky., on Sept. 10 filed with the Radio Commission an application for authority to remove to Louisville. The application presumably will be designated for hearing.

Mexican Delegates at Madrid Open Wave Discussions With U. S. Group

Delegations May Lay Basis for Accord on Division of Channels to Supplement Canadian Agreement

THAT MEXICO'S delegation to the International Radio Conference at Madrid has been authorized to confer with the United States delegation regarding the division of North American broadcasting waves, was one of the first reports emanating from the conference, which was formally opened Sept. 3 by Premier Azana of Spain.

Reports of the progress of the conference so far have been meager. The report concerning Mexico's final willingness to discuss broadcast wave lengths aroused considerable interest in this country. Whereas the Canadian situation has been settled more or less satisfactorily, and entirely amicably, by the recent Canadian-American wave agreement, the Mexican problem still awaits solution. Mexico was not a party to that or any previous agreements, for the reason that it has failed to accept invitations to conferences regarding the division of North American channels.

Authorized to Parley

EMILIO TORRES, heading the Mexican delegation, is reported to have told Judge E. O. Sykes, chairman of the American delegation, and the other American delegates, that his government had authorized him to lay plans for an agreement with the United States. What the Mexicans had to propose, and what the Americans replied, is not known. Neither group can make any final agreement without the sanction of the higher authorities in Washington and Mexico City.

The probabilities are that the American delegation of four, one of them a radio commissioner and another the chief engineer of the Radio Commission, will first ask for a definite understanding with Mexico regarding the licensing of American financed corporations to erect high power broadcasting stations on the Mexican side of the Rio Grande after they have been refused licenses in this country by the Radio Commission.

Cases in Point

THE CASE of Dr. John R. Brinkley, with his 75 kw. XER at Villa Acuna, opposite Del Rio, Texas, is one in point. At present Norman T. Baker is also completing a 150 kw. station to be known as XENT, at Nuevo Laredo, opposite Laredo, Texas. Both are former American broadcasters, whose licenses were revoked because they were held to be operating contrary to the public interest. Each formed Mexican corporations, to which licenses were issued by the Mexican government. It is understood the only proviso in the license contracts aimed at restricting American radio operation in Mexico (where the law specifically forbids alien ownership and operation, as does the American radio law) is one that requires the employment of three Mexican citizens to every foreigner.

With the recent change of government in Mexico, it was announced that Miguel Acosta, former Minister of Communications, has again been named to that cabinet post under the new President. Whether his appointment will affect the status of the American financed stations built or building in Mexico, is problematical.

With committees appointed in the early meetings, the deliberations of the Madrid conference are now under way and probably will last through October and possibly into November. One of the interesting developments at Madrid was the assignment of American delegates and experts to committees to which Russians have also been assigned. Soviet Russia, uninvited to the conference when it was held in Washington in 1927, is fully represented at Madrid.

'HAMS' AND JOLLIFFE

Chief Engineer at Madrid Sends Message to Washington

AMATEUR RADIO is doing a professional job for Dr. C. B. Jolliffe, chief engineer of the Radio Commission, now in Madrid as an American delegate to the International Radio Conference. He's using it to keep in touch with activities at his office in Washington. Through "ham" station EAB-96 at Madrid, Dr. Jolliffe on Sept. 4 addressed this communication to Acting Chief V. Ford Greaves: "Received letter. How are things going? Reply via amateur."

The message was picked up by C. M. Gilbert, 3rd, operator of amateur station W3BBD, Collingswood, N. J. Through Gilbert, who maintains a regular schedule with the Madrid station, Dr. Greaves sent this reply, two days later:

"Baldwin and I arrived from New Orleans Saturday morning, Sept. 3, just in time for Baldwin to welcome arrival baby girl. All well and everything satisfactory at office."

THE PSYCHOLOGY OF FAN MAIL

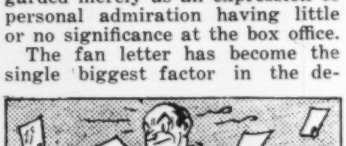
Will Durant, Answering Meyer Davis' Question, Holds Letters Unimportant, Advises Questionnaires

BY LOUIS REID*

A PHENOMENON of the radio, as it is of the movie, is the ceaseless flow of fan mail to artists from the four corners of the country.

Owing its origin to the screen, it has reached its richest glory in the broadcasting studios, for there it is considered the criterion of the success or failure of a program, whereas in Hollywood it is regarded merely as an expression of personal admiration having little or no significance at the box office.

The fan letter has become the single biggest factor in the de-



termination of the appeal of a radio program. Entertainers, sponsors, radio officials alike wait for it, cherish it, give it importance out of all proportion to its value.

Still Only Gauge

BROADCASTERS in the past have attempted to minimize its importance, only to come back in the end to the view that upon it alone could they gauge the popularity of their offerings.

They might have taken their problem, as Meyer Davis did, to Will Durant, noted toiler in the vineyards of philosophy and psychology. As the mahout of more than forty radio orchestras and dozens of vocalists broadcasting in various parts of the country, Davis can count his fan mail in bushel baskets. So voluminous has it become that it troubles him by day, disturbs his sleep at night. What to do? What to do? He remembered Durant contemplating the cosmos in distant Woodstock. To him he went, carrying samples of his mail.

Durant read the letters and as Davis tells me, came to a quick conclusion. It was that most of them came from invalids, lonely people, the very aged, the very youthful, hero worshipers and mischievous children. He saw none at all from the average man or woman. Whereupon, Davis asked if it were futile to judge the radio audience from the general run of fan mail. Ladies and gentlemen of the studios, the answer was "yes."

Questionnaire Advised

"IT IS a psychological fact," Davis quotes Durant as saying, "that nine of out of ten people will not write, yet will form strong opinions. Usually the tenth one is scatter-brained."

Davis then asked Durant how he would regard the fan letter were he a radio executive.

Durant replied:

"I would not entirely ignore the letters, but I would only consider them as representing an unimportant part of the vast listening audience, I would get much more informative data by having someone in each of the key cities select at intervals about 500 names from the local phone directory. Then I would have each of these people called to answer a questionnaire in which pertinent problems would be discussed and various viewpoints recorded."

"Inquiring Reporter" Plan

DURANT went on:

"Then I would adopt the 'Inquiring Reporter' plan. I'd have my men pick people at random in cities, towns and even along rural routes, ask them for their opinions about the various types of programs. In this way I would get a satisfactory chart of the appeal of every program on the air.

'The chart would be a tremendous aid. It would enable me to eliminate programs of little appeal in favor of those the public wants. Evils of radio would automatically correct themselves and broadcasting in general would profit."

Some such system as Durant outlines may have to be adopted if the radio lords hope to hold their audience. After all, it's George W. Averageman they seek to reach. And George will be around when the simpering Sallies have gone the way of all flesh.

*From Louis Reid's "Loudspeaker" column in The New York American, Sept. 5.

Baker's Mexican Outlet Soon Ready

STARTING with 50 kw., but proposing to increase gradually to 150 kw., Norman T. Baker's new station in Mexico, which will be known as XENT, expects to go on the air "early in October" at Nueve Laredo, Mexico, just opposite Laredo, Tex. It will operate on 1115 kc., or mid-channel between the clear channel of 1110 used by WRVA, Richmond, and limited time by KSOO, Sioux Falls, S. D., and the Canadian-shared channel of 1120 kc., used by various American and Canadian regional stations.

When it goes to 150 kw., XENT will be the most powerful station in North America, exceeding even the 75 kw. XER, built by Dr. John R. Brinkley. Like Dr. Brinkley's former station at Milford, Kan., KFKB, Mr. Baker's KTNT at Muscatine, Iowa, was ordered silenced by the Radio Commission, the decision being later upheld by the courts, for broadcasts alleged to be inimical to the public health.

While Dr. Brinkley is running for the governorship of Kansas, Baker is reported to be running for the governorship of Iowa. His slogan for his new station in Mexico is "Covers the Americas Like a Blanket."

World System Records Disks for the Visaphone

WASHINGTON studios of World Broadcasting System are recording a series of 12-inch, 33 1/3 lateral disks for the Fairchild-Wood Visaphone Corp., of New York and Chicago, producers of Visaphone, an improvement on stereoptican slides used for lecture purposes. Still pictures, instead of being on slides, are on films which are run through the projector and to which the disks are synchronized.

The Visaphone is designed primarily for industrial lectures, but is also to be made available for lectures on bridge, household subjects, etc., through the Western Union, which will install and operate the projector for private parties. The records of the World Broadcasting System were talks by cabinet officers and other Washington officials.

Theatrical Advertising Capitulates to Radio

By BIDE DUDLEY
WMCA Dramatic Critic and Broadway Columnist

New Shows Reviewed Within an Hour After Curtain Falls; Commissions Now Accepted on Approved Attractions

A NOVEL FEATURE that was originated to give WMCA listeners the latest theatrical news and Broadway gossip has proved a commercial as well as a program success. The author of this article believes that it opens the way for a complete radio newspaper with the customary book reviews, editorials, women's pages and the like. The program was started as a sustaining feature, but its immediate success brought theatrical managers around in a hurry with advertising copy. Unlike newspapers, however, advertising is taken for only the shows which the critic endorses.

Mr. Dudley

AS THE FIRST dramatic critic, film reviewer and Broadway columnist to conduct a regular theatre program on the air, I feel you radio folk ought to know a little about my new profession. I believe my work has been in the nature of an innovation in radio and I am confident it is the forerunner of an era in which material such as I offer will be used extensively on many radio stations. I consider it a progressive step in broadcasting; one that carries the weight of great importance. And now let me tell you how it all started.

First, permit me to state for those who don't know about this new departure, that my broadcasts are featured on Station WMCA, New York, at midnight and at 2 p.m. each day except Sunday. The idea was originated by Donald Flamm, president of the Knickerbocker Broadcasting Corporation, which owns and operates WMCA. It was he who suggested I launch the plan of keeping the public in touch with Broadway, its institutions and people.

First-Night Reviews

MR. FLAMM is a man who constantly seeks new ideas for radio. To him must go the credit for suggesting my Amusement Department of the Air, now on WMCA under the title of "Up and Down Broadway with Bide Dudley."

The Knickerbocker president knew I had been on Broadway eighteen or nineteen years as a newspaper critic and columnist; he knew, also, that I had a flair for radio. So he asked me to drop in and see him at his office.

The plan was outlined and I put it in operation. It caught on immediately. Mr. Flamm continued to give it his attention. He had made a decorative sign, supported by an easel, announcing that the play would be reviewed at midnight by me, over WMCA. This sign is put in the lobbies of theatres on "first nights" and thus do the audiences learn they may hear an opinion of the show within an hour after the final curtain has descended. It is a privilege fraught with advantages. For instance—

If Mr. and Mrs. Brown see the play and differ as to its value as entertainment, they may go home, tune in WMCA at midnight and hear a review of it. Then again, the players know that the first criticism of their play and their acting may be heard over this station almost before they get their make-up off. As a result, some of the theatres now have radio sets back-stage.

The fact that my review is the first one to come out is important. Very brazenly I use the line, "Dudley Points the Way." And now let me explain that line. A first idea is hard to forget. Therefore, what I say lingers in many minds no matter what other reviewers may write.

Incidentally, I make it my creed to offer only constructive criticism, not to use wise-cracks and other alleged humor and never to attack the players personally. Mine is an honest opinion of the new offering, free from personal likes and dislikes and as fair otherwise as I can make it.

This plan I apply to the reviewing of pictures, vaudeville or any other show I attend.

Commercial Possibilities

LAST APRIL Mr. Flamm and I decided to add another angle to this air feature. Theatrical managers suggested we permit them to advertise their productions over the air. They were willing to pay for radio advertising just as they paid the newspapers. We decided to accept commissions to give current attractions favorable mentions on each program providing I, in reviewing them originally, had found them worthy of my endorsement. I made it a rule not to accept uninteresting or dirty shows as clients.

As a result of the addition of this new angle my Broadway periods have included numerous endorsements. This has been definite evidence that the Dudley programs have been popular, especially in a summer like the one we are going through. It proved there is a "kick" in this new air feature. With the coming of fall and its attendant increase in the number of attractions, I expect to see the endorsements increase to such an extent that I'll have to ask a bit more time on the ether.

Sees WMCA Newspaper

LISTENERS have told me there is great satisfaction in being able to sit back in an easy chair at home, or at a club, or wherever there may be a radio set and an easy chair, and get a criticism of a new show "hot off the griddle." However, realizing that many people are not awake at midnight, Mr. Flamm suggested that my 12 o'clock broadcasts be repeated at 2 p.m. the following day. This plan is being followed and thus the number of broadcasts is twelve a week.

Some day I expect to see WMCA present an almost complete newspaper of the air, which will include dramatic criticism, news, editorials, book reviews, beauty hints and, in fact, almost all newspaper features but cross-word puzzles. There is no limit to radio possibilities. The success of my air column has imbued me with this thought.

Vaudeville Hour on BBC

High Type of Entertainment Recommended by Director of Most Successful British Program

By TERESE ROSE NAGEL

BRITISH journalists and visitors to the British Broadcasting Corp. studios in Broadcasting House are permitted to witness only one program behind the scene. That is one, which, through a poll among listeners in Great Britain and the Colonies, has been voted the most successful program on the air. It is presented three times a week and consists of vaudeville for an hour and 40 minutes.

As an American visiting newspaper writer, is was my pleasure to watch a presentation of one of these programs under the direction of Bertram Fryer, who during the last five years has built up these programs from half hour periods to the present length. And I will say that when the program was over, I still wanted more.

"Only the very best entertainers are used," Mr. Fryer told us after the program was over. We had seen some of England's favorite vaudeville microphone performers. There was Ronald Frankau, brother of the famous novelist Sir Gilbert Frankau. Ronald has created a new microphone style all his own and writes all his own material with wit and humor in many dialects. Then came Patricia Rosborough, who has won fame as a pianist who syncopates the classics in a new way of her own composition. Harry Hemsley, a child impersonator, was the unique feature of the program. He carried on an imaginary conversation with two of his children, playing all the parts himself. Other entertainers were Yvette Darnac from Paris, who is known as the British whispering soprano type, and Norman Long, who looked like a golf caddy, but sang and played and entertained with material he had written himself in unique style.

"When I began work with vaudeville at the BBC," Mr. Fryer told me, "the program was insignificant, but today I am allowed ten times as much for my programs. We have led in five published polls

(*Continued on page 22*)

Lafount Urges Broadcasters to Adopt Liberal Policy for Political Candidates

Slim Party Chests Cause Cut in Radio Expenditures; Considerable Business for Local Stations Seen

Mr. Lafount

THE POLITICAL broadcasting predicament into which many stations have been thrown as a result of the Nebraska Supreme Court's decision in the KFAB libel case, holding stations equally liable with speakers for libel committed over their facilities, was cleared up somewhat by Acting Chairman Lafount of the Radio Commission in a statement Sept. 1 in which he urged broadcasters to "be liberal" with their facilities during the campaign.

Responding to numerous requests from stations for an opinion as to whether they should permit legally qualified candidates to use their facilities, he said:

"The Radio Act permits the broadcaster to refuse the use of his station to any and all candidates, but to adopt such a policy would be short-sighted, in my opinion. The law also provides that if a broadcaster permits one candidate to use his facilities, equal opportunity must be offered to all other candidates for that office. The broadcaster, under the law, has no right of censorship over the material broadcast by political candidates other than to see that no obscene, indecent, profane or defamatory language is used.

Opportunity for Service

"BROADCASTERS have a wonderful opportunity in the present campaigns for public offices to render a distinct and outstanding public service. They have a rare chance to develop goodwill and to popularize their stations by providing a forum whereby candidates can freely and fully discuss paramount issues.

"Of course, all of our people are vitally interested in the election of a President, members of Congress, governors of many states and other leading officials. Radio stations should prove a big factor in transmitting speeches calculated to inform voters and to qualify them to vote intelligently. I know of no greater public service to which broadcasting stations could devote themselves at this time than to permit a liberal use of their facilities to candidates. Personally, I hope broadcasters will be as liberal with their facilities as their government has been with them.

"Dispassionate discussion of public questions by candidates, in my judgment, will have a wholesome effect on listeners, arousing their interest in governmental affairs and public questions. The transmission of such intelligence to our people should prove most stimulating and add to the cultural progress of the nation by keeping the electorate fully informed on public matters."

On the financial side, disheartening news emanated from the national headquarters of both political parties, which are seriously hampered by small campaign chests. Whereas the 1928 campaign involved expenditures of some $1,000,000 for the purchase of radio time, mainly over the networks, it was indicated that this year the maximum expenditure probably wll not exceed half that amount.

From Republican headquarters came word that about $250,000 would be spent for radio facilities. Democrats, it was said, are not expected to spend more than that sum. It was indicated that NBC would get about $175,000 from the Republican campaign, and CBS about $80,000, the difference being in the fact that NBC operates two networks while CBS has but one coast-to-coast chain.

The national committees, according to present plans, do not contemplate using local stations extensively, except in a few localities in the middle west. State committees and local candidates for office, however, are expected to wage vigorous radio campaigns, which will be financed wholly apart from the national committees.

Roosevelt's Radio Speeches

While President Hoover's campaign speech plans are still to be announced, the Democratic National Committee has arranged for four coast-to-coast broadcasts for Governor Roosevelt during September.

On Sept. 14 the Democratic presidential candidate was to speak from Topeka over CBS. On Sept. 17, he will broadcast over the coast-to-coast facilities of both NBC and CBS from the Mormon Tabernacle in Salt Lake City. The CBS will be utilized to convey the Governor's address from the Municipal Auditorium, Portland, Ore., Sept. 21. On his return east, the Democratic candidate will broadcast from Sioux City, Iowa, at a date yet to be selected. The network for the latter broadcast has not been decided on.

On Sept. 12, the Democratic National Committee contracted for time on both the NBC and the CBS for the address of Mrs. Ruth Bryan Owen.

Dramatizes His Talk

LINUS TRAVERS, commercial production director for the Yankee Network presented a realistic demonstration of program building at the first fall meeting of the Boston Advertising Club, Sept. 6 at the Hotel Statler. The talk was broadcast over WNAC and associated stations for nearly two hours. Travers took for his subject "Making Sales on the Air." By the use of two staff orchestras and a number of staff artists, he illustrated each step in the building of a program, and how talent and material are selected with a view to the class of person to be reached, and the type of article to be sold.

Eskimos Listen In

ESKIMOS are listening to radio. So says R. Harris, secretary of the San Jacinto (Cal.) chamber of commerce, who recently returned from an expedition down the Mackenzie River to the Arctic Ocean. He reports that the natives of the region, 1,000 miles from the North Pole, are not only regular listeners, but excellent mechanics with their receiving sets as well.

Of 200 radio owners with whom Harris talked at Hudsons' Bay trading posts, all said that they heard many United States stations clearly. One of the customary locations of Eskimo receiving sets is aboard the boats in which they gather furs.

Television Distant, Says Don Gilman

ANY RADIO dealer who is holding sales ideas in abeyance while awaiting the arrival of television is pursuing a short-sighted policy, Don E. Gilman, vice president in charge of the Pacific division of NBC, declared at the radio day luncheon of the Western Retailers Conference Aug. 14-20 in San Francisco.

"The best radio sets now on the market will be obsolete before television is ready for general use," he said. "My business obliges me to follow the progress of television closely, but I am personally so little impressed with it except for laboratory experiment that I would not be bothered having a television set in my home."

Mr. Gilman called attention to a potential market for office radio sets, particularly during the Presidential campaigns. So far, he said, the field appears to have been neglected by dealers.

"In a few years such sets will be looked upon as regular office furniture," he added. "The last election brought about one of the largest sales of sets on record, and the coming one offers a still greater opportunity.

Kresge Tests Radio

USING transcriptions recorded by RCA Victor Co. in the NBC studios, S. S. Kresge Co. Stores, with headquarters in Detroit, on Sept. 16 will start a series of Friday, 9-9:30 a. m. programs, on WGY, Schenectady, titled "Friday Varieties." N. W. Ayer & Son, New York, handles the account, which is believed to be a test campaign before the Kresge Stores decide on wider use of radio.

Don Lee Buys KDB

DON LEE has purchased the remaining 49 per cent of KDB, Santa Barbara, thus acquiring full control of that station along with KFRC, San Francisco, KHJ, Los Angeles and KGB, San Diego, all units of the Don Lee-CBS chain.

American Bankers Ass'n Head Urges Advertising By Banking Institutions

VIGOROUS and intelligent advertising by bankers and financial institutions, in order to acquaint the public with their functions and to convince them of the essential stability of the banking business, was urged by Francis H. Sisson, vice president of the Guarantee Trust Co., New York, and incoming president of the American Bankers Association, speaking Sept. 8 before the New York Financial Advertisers.

No field of business needs intelligent publicity more than finance at the present time, Mr. Sisson said. He predicted a definite upturn in business conditions, and decried the fact that advertising was allowed to decline during the depression when it was more essential than ever to sell goods.

"There are two fields in which publicity can be most profitably employed by the bankers at the present time," he said. "First, to sell banking service in its various ramifications on the basis of its merit and value to the business community.

"Second, to spread a better understanding of banking and its functions to the general public. In a period of depression in which financial problems become peculiarly pressing, it is inevitable that the banks should be the target of a great amount of misunderstanding and criticism. Some of this only time can cure, but it is highly important that the bankers themselves should use every proper means at hand to make known the facts and nullify the false impressions and loose criticisms.

Baseball Sponsors Send Announcers With Teams

THREE SPONSORS of the Chicago Cubs baseball game broadcasts sent their announcers on the road with the National League team during the current eastern trip to present the games direct from the various ball parks.

Hal Totten is handling the broadcasts for General Foods Corporation through WMAQ; Bob Elson for Thompson Restaurants, Chicago, and WGN, and Ted Husing for the Prima Brewing Co., Chicago, and WBBM.

Pat Flanagan, regular WBBM sports announcer, who was scheduled to go on the road with the team, was taken ill with an infection on the eve of the club's departure, and Husing was substituted. Flanagan, it was indicated, may have to remain in the hospital until the Cubs return to Chicago.

Popularity Winners

HAL O'HALLORAN, announcer of WLS, Chicago, won the popularity poll conducted by the CHICAGO DAILY TIMES for the most popular radio announcer. Phil Stewart, NBC-KYW announcer, placed second. Myrt and Marge (Myrtle Vail and Donna Damerel) were acclaimed the most popular radio entertainers in the same poll.

Control Engineer Should Know Music

Network Executives Place Technical Knowledge First But Admit Value of Supplementary Training

By SAMUEL KAUFMAN

Mr. Hanson

ENGINEERING executives of both the NBC and CBS recognize the importance of musical knowledge to control men. So much of the success of broadcasts depends on the work of the control men that they are virtually the most important links between the broadcast artists and listeners. In musical broadcasts, especially operas and symphonies, the control man's importance is stressed.

Network engineers agree that musical training in the engineer is a great asset towards the success of the program. Yet they do not rate musical training higher than engineering training. The happy medium is an efficient engineer who has had supplementary musical training to the point of being able to read scores. But, above all, he must know how to handle the monitoring equipment before him.

Engineer First

O. B. HANSON, NBC manager of plant and operations, responded an enthusiastic "Yes!" to the interviewer's query of whether a control man should have musical training. "However," Mr. Hanson, hastily added, "he must be an engineer rather than a musician.

"If the control man has musical training—if he can play some musical instrument—it is a great asset to the broadcasts he monitors.

Mr. Cohan

"Let us first consider why we do controlling. We deal with 100-piece orchestras some larger still. The steps of gain vary and must be carefully handled. It is up to the engineers to handle them. In orchestral work, the dynamic range is so great that the broadcast system might, at times, be incapable of handling it were it not for alert control men.

"Artistic control is necessary. By this I mean the accurate control of range to prevent blasting, overloading and to prevent the pianissimos from 'falling into the mud.' The control engineer must also consider the limitations of present-day receiving sets.

A Two-Man Job

"THE ENGINEER, although having a basic knowledge of music, must be a technical expert to protect the equipment he is using. When it comes to grand opera you might say that the man who does the controlling should know the score. But he can't read the score while he is operating the controls. A man can't be a good engineer and a musician at the same time. It is a two-man job. When the NBC deals with such programs as operas and symphonies, a musician sits nearby the control man. He knows the score and the sort of thing the conductor will do. Each conductor is different. He tells the engineer what to do and what to expect.

"Most NBC engineers can read music. I can, too. I took violin lessons for some time when I was younger."

E. K. Cohan, technical director of the CBS, when interviewed by the writer said in response to the query of whether a control man should know music:

"To answer in one word, I would say 'No!'

"I believe that, unless a control man has been trained along lines of musical appreciation, he can't do a 100 per cent job. But, in choosing between two men—one that knows every note in the scale but doesn't thoroughly understand the broadcasting equipment, as against a man who knows the equipment but no music—I'd take the latter.

Showmanship Needed

"IMPROVEMENTS have been such that it is no longer necessary to maintain manual control between the previous manual limits. With the program properly setup under present day methods, the controls can virtually remain untouched. The engineer must first see that the various microphones are faded in and out as called for in the program script.

"The control man must have an appreciation of showmanship. Of course, the CBS gives preference to control men who studied some musical instrument. The ideal control man would know 100 per cent of both music and engineering and that combination is impossible to find.

"I do not advocate the use of two men—a musician and an engineer—at the controls. There can't be two captains to a single ship."

To obtain the angle of the chief engineer of an individual station, the writer interviewed J. R. Poppele, of WOR, Newark.

"The more a control man knows about any subject, the better he can do his job," Mr. Poppelle said. "And this applies particularly to music because each day's programs are 70 to 90 per cent musical. Music must, therefore, be considered an important subject from the engineering as well as the program angle. For this purpose, WOR recently conducted classes in musical appreciation for engineers, announcers and other station employees.

Music Must be There

"ONE IMPORTANT thing a control man must know is the exact value of each instrument in an orchestra. When the studio set-up is made, he must know definitely what range every instrument should be in relation to the microphone.

"It is important that the control man should have an appreciation of the entire musical range. He can compare his duties with a photographer who must know how to adjust his lens for highlights and shadows. Without musical knowledge, the engineer is faced with the task of painting a picture without knowing the value of each color. It's a distinct advantage for a control man to know music and all WOR engineers do.

"But it's not all up to the engineer. He must have a good program to start with. He can't make good music sound bad nor bad music sound good."

BROADCASTING METROPOLITAN OPERA—Gerald Chatfield, musical expert, seated at right, gives instructions to Jens Weis, control man; O. B. Hanson, NBC manager of plant operations and engineering, is seen guiding George Nixon, laboratory man, in focusing the parabolic microphone to get best possible musical pickup.

Newest Separation Figures Available

NEW MILEAGE separation figures for broadcasting stations of various powers have been drafted by the Radio Commission's engineering division and are recommended for use by the Commission in making future station assignments and allocations. The figures, which involve only minor changes from the former tables, were computed on the basis of the new frequency maintenance of 50 cycles, plus and minus, which became operative in June, whereas the old tables were based on the 500-cycle tolerance.

Andrew D. Ring, Broadcast Engineer, explained that these new separations are calculated to minimize objectionable interference in the good service areas of stations about 90 per cent of the time. He pointed out also that the major changes affect daytime operating assignments. The new tables, effective as of Sept. 1, may be procured by addressing the secretary of the Commission.

Stations operating on local channels, Mr. Ring said, are protected to the 2 millevolt field contour, both day and night, as previously, but regional stations are protected to the 500 microvolt line in the daytime and to the one millevolt line at night. Day and limited time stations are protected to the 500 microvolt contour.

Dominant clear channel stations are protected to the 500 microvolt contour from crosstalk by stations on adjacent Channels and to the 100 microvolt contour from stations on the same channel in the daytime.

These differences in protected areas have given rise to small changes in the mileage separations, Mr. Ring declared.

Uses Lapel Mike

THE LAPEL microphone introduced by CBS during the recent Democratic national convention in Chicago, is now being used by Pat Flanagan, WBBM, Chicago, baseball announcer in preference to the condenser type mike. The new instrument permits greater freedom of movement about the broadcasting booth, it has been found, in covering details on the game and the crowds.

New Tubes Announced

TWO NEW TYPES of transmitting tubes designed especially for ultra high frequency applications are announced by the RCA Victor Co., Camden, N. J. The new tubes are designated RCA 831 and RCA 846. At the same time the company announced new prices on certain tubes, effective Sept 1.

XUM

Appeals Dismissed By Station WHAM

Withdraws Two Cases As Court Gets Other Pleas

DISMISSAL of the two appeals of WHAM, Rochester, N. Y., from Radio Commission decisions having to do with the projected clear channel reallocation of two years ago and the high power grants of last year was authorized Sept. 6 by the courts on joint motions filed by the Stromberg Carlson Telephone Manufacturing Co., operating WHAM, and the Commission.

An applicant for 50 kw. in the high-power controversy, WHAM was denied the maximum power but authorized to increase from 5 to 25 kw. It had appealed along with several other unsuccessful applicants for the maximum power in the Court of Appeals of the District of Columbia, and gave no reason for its withdrawal of the appeal. The other case dismissed was that pending in the Supreme Court of the District of Columbia from the Commission's General Order 87 which ordered the shifting in assignments of some 18 clear channel stations, but which was blocked by court injunction. The Commission subsequently dropped the whole scheme and the WHAM case therefore has been dormant. B. M. Webster, Jr., former general counsel of the Commission, and counsel for WHAM, filed the dismissal motions.

Defer Power Brief

AUTHORITY to defer the filing of appellants' briefs in the high power case from Sept. 1 to Sept. 21 was granted by the Court of Appeals Aug. 31 on motion of WMAQ, Chicago, KGO, Oakland, WGN, Chicago, and WJZ, New York, the remaining appellants. The briefs, however, probably will be filed in advance of the new date.

A motion to dismiss the appeal of KDYL, Salt Lake City, against the Radio Commission's order of Aug. 9 authorizing KLO, Ogden, Utah, authority to move to Salt Lake City, was filed with the Court of Appeals Aug. 31. The motion also requested dismissal of the petition for a stay order sought by KDYL, the Commission holding that KDYL had not taken advantage of the legal remedy available before the Commission, and that the appeal therefore was out of order.

In a second motion, the Commission asked the court to strike the petition for intervention in the appeal of KFPY, Spokane, Washington, filed by KGIR, of Butte, Mont. It contended that KGIR was not a proper party to the case.

Briefs were filed with the Court on Aug. 31 by WNJ, Newark, N. J. and WMBA, Newport, R. I., both of which were ordered deleted by the Commission for failure to serve public interest, but which obtained stay orders from the courts, pending determination of their appeals.

WWSW Power Boosted

WWSW, Pittsburgh, was granted a license Sept. 8 by the Radio Commission covering an increase of its day power to 250 watts with night power remaining at 100 watts.

Japs Try Advertising

ALTHOUGH commercial broadcasting is prohibited in Japan, sponsored programs have been inaugurated in Formosa, a part of the Japanese Empire, with marked success, according to a report received from Consul John B. Ketcham at Taihoku, by the Department of Commerce. On June 14, the report said, programs sponsored by advertisers were introduced, the method being much the same as that followed in the United States, with announcement at the beginning and the end of the program. Heretofore the semi-public Taiwan Broadcasting Co., which operates Formosa's two stations, has been dependent on the one yen (30 cents) monthly tax imposed on licensed sets.

Four Advertisers Share Hour by Dialogue Team

FOUR ADVERTISERS are sharing a one-hour program and are permitting their advertising appeal to be woven into the dialogue of the comedy and music by the Two Doctors, Pratt and Sherman, three afternoons a week from KYW, Chicago. Three of the clients have signed with the program for a period of 52 weeks, and the fourth will run for 26 weeks.

Mickelberry Food Products Company, distributors of meats and prepared foods; Fitzpatrick Brothers, makers of Kitchen Klenzer, and Purity Bakeries, all Chicago firms, were signed about the first of September, shortly after the Mississippi Valley Canning Co., La Seour, Minn., (Del Maize Food Products) started its initial broadcast late in August.

The bakeries contract will run 26 weeks. Erwin, Wasey & Co., placed the canning company account, and the others were handled direct.

San Francisco Rivaling New York as Originator Of Programs for NBC

By HAROLD BOCK

Mr. Gilman

MORE THAN 50 programs a day are produced in the San Francisco studios of NBC for its KGO and KPO western networks, according to Don E. Gilman, NBC vice president and western manager. This high rate of creation puts San Francisco nearly on a par with the New York and Chicago studios, and gives employment to from 250 to 400 artists, musicians and arrangers weekly, while nearly 200 persons are on the general studio staff.

At the present time there are only about half a dozen weekly programs sent to New York from the Pacific coast, the number being limited because the high cost of breaking down west-bound circuits and the equal cost of permanent east-bound lines. However, when it becomes possible to transmit a program eastward without the expense of breaking down lines several western sponsors are expected to buy time for such a market, according to Mr. Gilman.

NBC's gross on the western network for the month of September thus far is ahead of last year's intake at this time, Mr. Gilman said, although the net on two networks is considerably above that of last year with only one chain.

At the present time NBC is getting more inquiries for auditions and prices on programs than ever before in its history, and indications point to an exceptionally good season.

WJW, Mansfield, O., was authorized by the Radio Commission Sept. 8 to remove to Akron, O., using its present assignment on 1210 kc. with 100 watts, unlimited time. The decision reversed Examiner Hyde.

JAPANESE VISITORS—Here to cover the Olympic Games via short wave broadcasts, three leading radio announcers of Japan were photographed with Graham McNamee during a visit to NBC headquarters. Left to right they are Seiji Shimaura, McNamee, Mitsumi Kasai and Norimitsu Matsuchi. The latter is known as the "Graham McNamee of Japan."

Board of Strategy Urged by Caldwell

AS A MEANS of effecting more cooperation between broadcasters and radio equipment manufacturers, the formation of a National Board of Strategy is proposed by O. H. Caldwell, former federal radio commissioner, in the September RADIO RETAILING, of which he is editor. The board would be composed of five to nine members, representing "set makers, radio trade, broadcasters and national chains."

The reorganized Radio Manufacturers Association also is urged to: "carry cooperative advertising to reach non-listeners, pointing out the important features on the air, the notable foreign re-broadcasts, radio in the presidential campaign, etc. Provide small boxes to be included in individual ads of radio manufacturers, distributors and dealers. Take measures, through newspapers, broadcasts, dealers' window displays, etc. to show listeners how to improve their present radio reception and to eliminate interference."

The industry is urged "to reawaken the popular appeal of radio" with the view of reaching the 15,000,000 American homes still without adequate radio sets.

These and other suggested activities for reviving the radio trade would be conducted under the supervision of the board of strategy. The way is prepared for the revival, Mr. Caldwell points out, by the RMA reorganization Aug. 23, when leading set manufacturers were placed on the board of directors.

Syndicate Changes

RAYMOND KNIGHT, well known continuity writer and radio star, has been named president of Beacon Syndicate, 373 Fourth Ave., New York, which markets scripts to stations and agencies. He succeeds Harold Matson, well known in newspaper syndicate circles, who has become vice president and treasurer of Ann Watkins, Inc., literary agents. Peter Dixon, author and lead in the Wheatena "Raising Junior" series continues as vice president of Beacon Syndicate.

WCCO Inaugural

DISTINGUISHED visitors from various parts of the country were scheduled to be present when WCCO, Minneapolis, held a reception Sept. 15 on the occasion of the completion of its new 50 kw. transmitter. The station, one of the nine granted maximum power in the high power cases of last year, has installed a Western Electric transmitter at Anoka, Minn.

WERE Owner Passes

LOUIS BENJAMIN, president of the Erie Broadcasting Corp., operating WERE, Erie, Pa., and former publisher of the Erie DISPATCH-HERALD, died at his home Aug. 29 following complications from a paralytic stroke. He was 49.

Radio Advertising: A Fair Appraisal

"Fortune" Holds Results Have Supplanted Sensations; Broadcasting Getting Hard-Boiled; Serials Popular

By J. D. SECREST

A REMARKABLY unprejudiced and comprehensive review of the development of radio advertising during the depression, or since 1930, is summarized in this article. The original appeared in FORTUNE, the unique industrial periodical. Keen analyses of the reasons for the success of radio advertising, the most effective programs and the costs to sponsors are presented. The magazine also offers a basis for estimating audiences and suggests that transcription chains are threatening the line networks partly because of the low rates paid by the latter to local stations.

AN ENTIRELY fair appraisal of radio as an advertising medium—one that concludes that it is tried and true—is carried in a comprehensive article in the September FORTUNE. Splendidly illustrated but unsigned, as are most articles in that magazine, the article points out "what three profitable years of depression have done to the Little Lord Fauntleroy of an industry."

Among the illustrations are photographs of Messrs. Aylesworth, Paley, McCosker and Crosley as leading executives and of such stars as Morton Downey, Ed Wynn, Kate Smith and Charles J. Correll.

The business executive, reading this article, must inevitably ponder the probable value of radio to him, if he has not already done so. Specific examples of successes on the radio, from an advertising and merchandising point of view, are recounted, and the partial reasons for the successes are analyzed. Finally, some pertinent criticisms are made of program types, networks and transcriptions.

Apologetic Sponsor Passe

THE ARTICLE, which confines its survey to the development of radio advertising since 1930, when FORTUNE published its first appraisal, is divided into three parts: (1) Results, (2) Programs and (3) Aerial Economics.

During the last three years the apologetic sponsor has largely disappeared, the article states. Hard pressed by the depression, the advertiser "has become tired of thinking about goodwill or publicity and insists upon thinking about sales." As a result, the tendency has been more and more toward actual sales talks until now "it is only a matter of time until some evening sponsor with a price appeal is going to come out with a flat price quotation. At which time the networks may wring their hands, but they will eventually sign the contract. In so doing, they will also write the epitaph of the apologetic sponsor."

Analyzing the amount of time devoted to commercial programs, to sustaining features and to sales talks, FORTUNE estimates that only about 7 per cent of broadcasting time is consumed in selling efforts.

"So even if this 7 per cent were an unmitigated nuisance, the audience would probably stand for it," the article states. "But most of the audience seems actually to like it. Curious is the fact that the sponsor is likely to lose more listeners by adding a symphony than by adding a sales talk."

Hard-Boiled Fauntleroy

BROADCASTING, consequently, has become "a Hard-Boiled Fauntleroy," which "will not swear." . . nor "does it like to sing songs of double meaning or doubtful repute. But it is getting tougher, nevertheless."

Declaring that the radio sponsor of 1932 is "infinitely more confident" than that of 1930, FORTUNE states that radio has already established itself as an advertising medium and that the only question remaining is "how effective is a radio advertisement—with its corollary queries as to what kind of radio program makes the best ad and how programs should be joined together into a campaign and at what cost and the like."

The following successful commercial accounts are offered as exhibits of radio's effectiveness in promoting sales:

Bourgois, Inc., which was obliged to create an "Evening in Paris" line of cosmetics because of the demand aroused by an "Evening in Paris" radio program; La Gerardine, Inc.; D'Orsay Perfumeries Corp. and Affiliated Products Co. (Edna Wallace Hopper, Kissproof, Neet, et al.)

Ideal for Cosmetics

"THE COSMETIC industry has been one of the most whole-hearted of broadcasters," the article states, "because cosmetics demand a heavy advertising impetus and partly because radio gives the cosmetician a chance to get something approaching a national campaign (particularly in large cities) for a good deal less than urban newspaper advertising would cost him."

The Wander Co. (Ovaltine) the Malted Cereals Co. (Maltex) the G. Washington Coffee Co. (Sherlock Holmes) and Eno Fruit Salts are other advertisers whose gains in sales are attributed to broadcasting. The latter sponsor, whose 1931 sales were by far the greatest in its history and whose sales this year have set a new record each month, has advertised by air alone since inaugurating the Eno Crime Club programs on CBS in February, 1931.

Advising advertisers not to expect radio to turn "depression into prosperity," FORTUNE points out that NBC's revenue in 1931 was only $25,000,000 from advertising as against the SATURDAY EVENING POST's $35,000,000 and that CBS's $11,600,000 was less than the LADIES HOME JOURNAL'S $12,800,000. Moreover, the gross revenue of all radio stations in the country last year was only $78,000,000, whereas "the ten leading magazines alone sold more than $100,000,000 worth of advertising linage."

Efficient Sales Maker

"RADIO appropriations constitute approximately eight cents of the U. S. advertising dollar," the article states, and "can hardly function as a panacea to restore prosperity."

On the other hand, "there is evidence to show that radio is an efficient sales maker even when its surrounding circumstances make impossible a precise report isolating its activities." And then the magazine proceeds to quote the results of a questionnaire investigation conducted by Prof. Robert F. Elder, of the Massachusetts Institute of Technology, for CBS. [This report was digested in an article by Prof. Elder in the Nov. 1, 1931, issue of BROADCASTING.] Among other things, the Elder survey proved that in every instance except one "every product which had the benefit of broadcasting was more popular in the radio than in the non-radio homes." It also showed that other nationally known products suffered by the competition in that their sales were less in radio than in non-radio homes.

"With these figures, case histories, and these considerations at hand, the skeptical prospect must at last be convinced that radio's sound and fury may, after all, mean sales definitely attributable to radio's selling power," the appraisal concludes.

But "it is immediately obvious in any discussion of aerial results that it is not so much a question of how much air, you as an advertiser buy, but of what you do with it when you get it. The play is still the thing, on the air as at Avon."

Serials Preferred

PROGRAM types are discussed under three classifications: studio, name and serial programs. Networks want the studio program, the advertiser wants the name program, while the public may be said to prefer the serial program, the magazine asserts.

After discussing the popularity of Amos 'n' Andy, the Sherlock Holmes sketches, the Rise of the Goldbergs and other serials, FORTUNE says: "The possibility of a mass movement toward serial programs is perhaps the most serious menace to their future. At present, however, the best advice to the potential radio advertiser is to go out and get himself a popular serial. Inasmuch as popular serials do not grow on bushes, he will still have plenty of interest and excitement in his program search."

Under the heading of "Aerial Economics" the appraisal takes up the questions of potential audiences, network rates, comparative expenditures for radio and newspaper advertising, talent cost, transcriptions and local stations.

Stating that there are about 17,000,000 radio sets in the United States and estimating that each set has an average audience of three and a small fraction adults, FORTUNE figures that the "broadcaster can theoretically reach about 52,000,000 people."

Estimating Audiences

AN ADVERTISER that takes time on stations with a 10,000,000 set radius, the article surmises, may estimate his audience thus: Only about 70 per cent of the set owners are using their sets, and how many are tuned in on the program in question depends upon the quality of the broadcast.

Figuring three listeners to a set, an average program may have 2,500,000 listeners, an exceptional program may have 4,000,000, and an extraordinary feature may have 6,000,000 in its audience.

"Comparisons between the advertiser's radio public and his newspaper and magazine public have often been made, but are so misleading that they are almost entirely worthless," FORTUNE holds, "and arguments as to the comparative sales value of pages vs. hours reflect only the arguers' prejudices."

Quoting from a survey by Media Records, Inc., the article says that "it illustrates clearly the point that the big air advertisers are also the big publication advertisers and that the two mediums are regarded

(*Continued on page 26*)

Tarzan On The Air

"TARZAN OF THE APES," the Edgar Rice Burroughs' fiction and cartoon serial, makes its radio bow on various stations this month. Gotham Advertising Co., New York, announces that Foulds Milling Co., New York (Macaroni products) sponsors the transcription series five times weekly, Monday to Friday, beginning Sept. 12, over WBBM, Chicago, and CKOK, Windsor, Ont. The Logan & Stebbins agency, Los Angeles, is placing it over KPO, San Francisco, for the Signal Oil Co., Los Angeles. WDAF, Kansas City, reports the account starts on that station Sept. 26, coming from the American Radio Features Syndicate, Hollywood.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Recovering A Fumble

NOT ANOTHER intercollegiate athletic group in the country followed the example of the Eastern Intercollegiate Association when several months ago it decided to ban the broadcasting of its gridiron games in the interests of gate receipts. Instead of leading a movement against radio, the East's Big Twelve found themselves alone. Moreover, as predicted, a deluge of protests descended upon the heads of their athletic directors, particularly from alumni who depended upon the radio to carry the play-by-play accounts of the games of their alma maters when unable to attend them because of distance.

So it was natural that the Eastern Intercollegiate Association should have reconsidered its decision, lifting the ban at its New York meeting Sept. 8 and authorizing each member to decide for itself whether its home games shall be broadcast. Army and Harvard, particularly Army's athletic chieftain, Maj. Fleming, led the move to permit football broadcasts. Columbia and the Navy immediately announced that they, too, would allow their games to be broadcast. It is our prediction that not a single one of the Big Twelve will refuse to permit the installation of microphones at their games.

We said before, and we still believe, that it was the high cost of tickets and the depression that hit football attendance—not radio. It is still our firm conviction that radio can do and does more to stimulate football interest than any other factor. The Pacific Coast Conference recognized the promotional value of radio, and, ignoring their Eastern brethren, its directors recently voted entire cooperation with the broadcasters. In the Western Conference, we have the example of the University of Iowa which is conducting a paid radio advertising campaign, handled through usual agency channels, to stimulate attendance at its games.

Common Sense

THAT SO OUTSTANDING a periodical as FORTUNE, which this month took the lead among all monthly magazines in advertising lineage, should write about radio advertising so comprehendingly and so fairly, is indeed gratifying to the broadcasting fraternity. FORTUNE'S parent publication, TIME, has used radio with excellent results in the way of building identity, circulation and good will, and is returning to radio in a short time. Surely, if radio were seriously menacing their revenues, these two great magazines, like many other magazines and like too many newspapers, would have seized this opportunity to deride radio as an advertising medium rather than praise it.

But the editors of FORTUNE and TIME plainly are far-sighted individuals, who see that the hurling of "sticks and stones" at what they call our "Hard-Boiled Fauntleroy" would not stunt its growth. They seem to be aware of what others of the printed advertising realm cannot or will not accept as facts—that progress in the advertising arts cannot be halted any more than the stagecoach could stay the growth of the railroads or the railroads the growth of the bus lines. They apparently realize that the printed and the audible advertising media complement one another, stimulating business activity and thus stimulating advertising for all classes of media.

As FORTUNE points out, radio devotes only 7 per cent of its time to advertising, which, "even if it were an unmitigated nuisance, the audience would probably stand for it." More than that, "most of the audience actually seems to like it." In the periodical publishing business, it is great stuff if the publisher can fill 50 per cent of his columns with advertising—certainly a tremendous disparity between printed and spoken advertising.

More About Radio Itself

TO OFFICIALS of CBS we doff our hats for undertaking to get into closer intimacy with the radio audience by means of the series of "executive office messages" being presented periodically by Columbia announcers. It has long been our contention that the radio managers are standing too far aloof from the listener, that they don't take the audience into their confidence often enough, that they should go before the microphone now and then and tell the listener something about *radio itself*. That is precisely what CBS is doing—taking the audience back of the scenes in radio, telling it how stations and networks operate, narrating the experiences of the folk who stage radio programs, and the like.

It is surprising to find out, every now and then, that a listener does not even know that networks are connected by vast systems of specially engineered telephone lines, that American broadcasting operates without subsidy from the government, that radio advertising furnishes the wherewithal that makes our competitive system offer attractive programs to interest and entertain all types of audience.

Unlike newspapers, broadcasting stations seldom toot their own horn through their own medium. They are all too willing to let their exploits and accomplishments get press notices, and no more. They fail to grasp the fact that they have the most powerful publicity medium in the world at hand. For their own individual sakes, as well as for the good of the broadcasting industry as a whole, it would be well for them to devote regular sustaining periods to discussions, interviews and dramatizations that have as their purpose acquainting the audience with the facts and the problems of radio.

The RADIO BOOK SHELF

SOUNDING the call for a radio announcer who can combine showmanship with salesmanship, Norman Brokenshire, popular Chesterfield announcer, maintains that that is one way of making sales talks more effective and less boresome. Writing in the August 18 ADVERTISING & SELLING, he says: "To sell a commodity over the air, more than mere reading of words by a man with a pleasant voice is necessary. Those words must come from somewhere deeper than the speaker's larynx. They must be felt as well as spoken." And, to bring about this result, Mr. Brokenshire suggests that the advertiser get a man with selling ability "who can create, or help to create, the copy that is adapted to radio advertising and who can read that copy through a microphone, not so that it is blatant and cold but rather so that it becomes a part of the entertainment, because he himself is a part." Comparing the announcer's job with that of the salesman's, he finds that, while they have little in common, "both kinds of selling demand a knowledge of the product, confidence in it, and the ability to inspire confidence in it."

THE ELECTRICAL Equipment Division, Department of Commerce, has issued a new list of foreign stations broadcasting for popular reception, giving location, designation, operating characteristics and ownership. Separate tabulations are given for middle, long and short-wave bands, and for television, though the television list is not presumed to be complete. Under recent legislation it has been made necessary to charge for these lists, formerly distributed free. The price has been set at 25 cents. Sales stocks are maintained at the Bureau in Washington and at District Offices of the Bureau in principal cities throughout the country.

A NEW CHART showing the 46 radio-beacons along the eastern Atlantic coast from Maine to Panama has been issued by the U. S. Lighthouse Service. These long-wave stations have in some instances had their operating frequencies changed, a recent reallocation cutting down their wave separations from 5 to 4 kilocycles in order to make room for more stations.

THE FIRST of a series of articles by experts on architecture, engineering and broadcasting on Broadcasting House, the new home of the British Broadcasting Corporation, was carried in "THE LISTENER," BBC organ, on July 13. It was on the architectural phases of the building and was written by Prof. C. H. Reilly.

A DESCRIPTION of "A New System of Sound Recording," which World Broadcasting System has present right to through its contract with Western Electric Co., is contained in BELL LABORATORIES RECORD, July issue. The article was written by H. C. Harrison, transmission instruments engineering.

THE 1931 annual report of the American Academy of Air Law, dealing with the studies and lectures on radio and aeronautical law at New York University has just been issued. Copies are obtainable from Alison Reppy, chairman, New York University, Washington Square East, New York.

XUM

We Pay Our Respects to—

JOHN LESLIE FOX

DOLLAR-PULLING rather than fan mail-pulling, and a systematic method of proving results to advertisers, is the secret of John Leslie Fox's success in broadcasting. And the results attained by him in radio merchandising—which he first adapted to broadcasting—have won his appointment as commercial manager of WSM, the South's newest 50,000 watter.

"J. Leslie," as he is known to his host of friends in radio and advertising circles, joined WSM, operated by the National Life and Accident Insurance Co. of Nashville, Sept 1, upon leaving the general managership of KFH, Wichita. His success during the last two years at KFH in putting into force his merchandising ideas has been phenomenal. He pioneered the idea of sales letters, window displays, surveys and merchandising plans of all sorts to tie in with radio programs and to produce specific results to sponsors.

Mr. Fox is convinced that when stations generally adopt good merchandising methods radio will reach its peak effectiveness as a sales medium. An advertiser then can cut out of his continuity all of the pleading for response, he holds, because stations will be judged by the actual business they produce rather than the fan mail they draw. Then, he insists, an advertiser can "reach for an order instead of a letter."

One of those rare combinations of showman and business man, J. Leslie Fox, however, is essentially a salesman who believes in and knows his advertising. Successively he has been a registered pharmacist, traveling salesman for a pharmaceutical house, newspaper advertising salesman, music store salesman, traveling salesman for a musical instrument company, musician and French horn soloist—and for the last seven years manager, announcer, program director, continuity writer and guiding genuis of KFH.

Born near Clay Center, Kans., forty-two years ago this Oct. 9, J. Leslie Fox migrated to Oregon with his parents at the age of two, but seven years later he returned with them to his native state. While attending high school, young Fox decided upon a pharmacist's career and got a job in a drug store. But his carefully layed plans to continue in school were interfered with by finances, and he carried on his practical education in pharmacy in the drug store, managing, however, to sandwich in one year at Friend's University in Wichita.

From the corner drugstore young Fox hit the commercial trail for a pharmaceutical house. There he learned of the problems of the local merchant. Tiring of the road, he accepted a job with a music store in Joplin, Mo., where he again was thrown into salesmanship, but the yen for the road subsequently led him to travel as salesman again for a musical instrument concern. Meanwhile he practiced on the French horn. He resigned as travelling salesman to sell advertising on a Joplin newspaper, only to return soon thereafter to a music store at Wichita and play the French horn as soloist in Walter Jolly's concert band.

Then along came radio. When the Lassen Hotel of Wichita in 1925 purchased the old WDAF (Kansas City) transmitter and moved it to Wichita, it found itself in the predicament of having a station and knowing nothing about operating one. So the music concern with which Mr. Fox was connected volunteered to furnish programs and music. Mr. Fox was assigned the job and handled practically all program arranging, announcing and features.

Mr. Fox evidently foresaw his career in radio, for he resigned from the music house the following year to become announcer-director of the station—KFH. He immediately began to inject his own ideas into the station, always with the thought of satisfying listeners and producing results for clients. Commercial radio was in its incipiency in those days, but Mr. Fox saw its possibilities. He immediately began to originate ideas that bore fruit in increased business for Wichita merchants and revenue for the station. They culminated in his ingenious method of merchandising, now widely adopted throughout the industry.

Since 1928, Mr. Fox has been general manager of KFH. He resigned Sept. 1 to accept the call to WSM, where he is now promoting new sales ideas for clients of that 50 kw. station.

Tall, ruddy and youthful in appearance for his 42 years, J. Leslie Fox has the characteristics of his Irish ancestry. He isn't much of a joiner, belonging only to the Kiwanis Club and a golf club. A lover of the outdoors, he goes fishing at least once a year and hunts as often as possible.

But if he has a hobby at all—aside from his wife, two sons and daughter it is—golf.

At WSM Mr. Fox joins W. R. Wills, president, George Hay, director, and Harry Stone, associate director, in the station's management.

PERSONAL NOTES

WILLIAM S. PALEY, CBS president, and Mrs. Paley were luncheon guests of President and Mrs. Hoover at the White House Aug. 31.

JAIK ROSENSTEIN, onetime RKO press man in Los Angeles, has gone with KHJ, Los Angeles, as assistant manager of the new artists' bureau.

GEORGE HITTENMARK has been named acting manager and Tom Johnson manager of KOMA, Oklahoma City, one of the Southwest Broadcasting Co. group, which recently changed its call letters from KFJF. The new call letters are intended to be symbolic of Kansas, Oklahoma, Missouri and Arkansas, the station calling itself the "Voice of the Great Southwest."

ARTHUR T. HAUGH, former president of the Radio Manufacturers Association and one of its founders, became president and director of the Echophone Radio Co., Waukegan, Ill., on Sept. 1. He was also elected a director of Western Television Corp., with which Echophone is affiliated.

EARL J. GLADE, managing director, and Sylvester Q. Cannon, president, of KSL, Salt Lake City, were Los Angeles visitors late in August. They conferred with Leo B. Tyson, manager of the CBS-Don Lee System, preparatory to the shift of KSL to the CBS network Sept. 1.

CHARLES H. GABRIEL, Jr., for the last two years assistant general manager of KNX, Los Angeles, has resigned to become director of a new radio production enterprise in that city. Mr. Gabriel, formerly a director of WGN, Chicago, went to California in 1925 as manager of KLX, Oakland, and later was program manager for NBC in San Francisco.

ROY S. DURSTINE, vice president and general manager of Batten, Barton, Durstine & Osborn, Inc., New York, and Miss Virginia Gardiner, a singer frequently heard on NBC programs, were married in New York on Aug. 30. The couple planned to sail to Europe on a wedding trip.

WILLIAM FAY, general manager, and Lewis Stark, continuity editor and announcer, WHAM, Rochester, N. Y., recently became the fathers of girls, Julie Anne and Mary Althea, respectively.

HORACE LOHNES, Washington radio attorney, and Mrs. Lohnes returned from a vacation trip to Bermuda Sept. 3.

BORN, to James W. Baldwin, secretary of the Radio Commission, and Mrs. Baldwin, a girl, Carol Ann, Sept. 4.

HOWARD W. VESEY, counsel in the office of Louis G. Caldwell, Washington radio attorney, was married to Miss Martha Charlotte Collins, daughter of Dr. and Mrs. John Andrew Collins, Sept. 6. The wedding took place at the Country Club Drive, Warren, O., the home of both Mr. Vesey and the bride.

JAMES O'DONNELL MORAN, Washington radio attorney and brother-in-law of Oswald F. Schuette, NAB copyright representative, will be married at St. Matthew's Church, Washington, Sept. 17, to Cecilia Alfaro, daughter of Dr. and Mrs. Horacio F. Alfaro. Dr. Alfaro is Minister to the United States from Panama and a brother of the President of Panama.

MARTIN CAMPBELL, director of WFAA, Dallas, visited Harry Stone, associate director, and J. Leslie Fox, commercial manager of WSM, as he passed through Nashville recently on his way to New York. He was formerly manager of WHAS.

STANLEY ANDREWS, president of KARK, Little Rock, Ark., announces that D. E. Bennett has resigned from the staff of that station.

FRANK GALVIN has transferred from the production department of KJBS, San Francisco, to the same position with KTAB, San Francisco.

P. K. LIEBERMAN, former Hawaiian radio executive, has been added to the sales department of NBC in San Francisco.

CHARLES PARK, formerly on the sales force at KGO, Oakland, has returned to radio, joining KTAB, Oakland, with a program which he sells and announces.

CLYDE WARNER, many years sales manager for KFOX, Long Beach, Cal., has been named commercial manager.

HARRY GOLUB, publicity director of KDYL, Salt Lake City, has been appointed chairman of music and arts committee in the Chamber of Commerce.

DR. RALPH L. POWER, radio editor of the Los Angeles Record, will be the year's chairman for the radio departmental in the Los Angeles Advertising Club.

GUY L. CLARK, on the sales staff of KFSD, San Diego, Cal., has been promoted to general manager.

MISS FANCHON MARTINSON, formerly with KTM, Los Angeles, has returned to the station's administrative staff.

QUIN A. RYAN, manager of WGN, Chicago, left Sept. 8 for Mexico City on a vacation. He planned to visit various Mexican broadcasting stations.

PHILIP G. LOUCKS, managing director of the NAB, has returned to Washington from Iowa, where he spent his vacation on fishing trips with Harry Shaw, operator of WMT, Waterloo, and president of the NAB.

KAMP CHARLES, WLS announcer at the Swift & Co. studios, Chicago, has been appointed director of KSO, Clarinda, Ia.

RECENT visitors of Fred Weber, Chicago NBC traffic manager, were Martin Campbell of WFAA; Dr. B. J. Palmer, Central Broadcasting Co., Davenport, Ia.; Curtis Mushlitz, WKBF; Campbell Arnoux, KTHS; Mr. Meyerson, advertising manager, Oklahoma Publishing Co., Oklahoma City; William Walker, WIBA; Walter Damm, WTMJ; Walter Bridges, WEBC; Edward Craig, vice president of National Life and Accident Co., Nashville, Tenn.

CARLTON A. ROOD, until recently rotogravure advertising manager of the Toledo Times, has joined the commercial staff of WSPD, Toledo.

GEORGE ELLIS, formerly of the editorial staff of the Los Angeles Examiner, has been appointed manager of WIBX, Utica, N. Y.

XUM

BEHIND THE MICROPHONE

BENAY VENUTA, blues singer long on KPO, San Francisco, is making personal appearances in theatres of that city and is holding over for a second week at the Fox El Capitan.

FREDERICK SHIELDS, once program manager of KTM, Los Angeles, but lately on the announcing staff of KFI, has joined announcing staff of KNX, Hollywood.

MILT SAMUELS is back at his desk in the press department of NBC in San Francisco, after an attack of flu that confined him to his home for three weeks.

THE DANCE BAND of Ted Fio-Rito has shifted from KGO and NBC in San Francisco to KFRC and the Don Lee-CBS chain, leaving Tom Gerum and Anson Weeks bands to NBC.

PAUL CONLAN has joined the staff of KFOX, Long Beach, Cal., in continuity capacity. He will do the "George and Rufus" skit as a nightly feature. At one time he did part of the series over WMCA, New York.

FREDERICK STOCK, assistant conductor at KHJ, Los Angeles, resigned early in September to take a long vacation and rest.

COL. RHYS DAVIES is author of "The House of Doom," new mystery serial at KROW, Oakland, Cal. He served in the Boer War, commanded the 44th Canadian regiment during the World War, and recently turned to radio drama as a hobby.

BOB BENCH, formerly with KPO, San Francisco, has been added to the announcing staff of KFRC, San Francisco, succeeding Linn Church. Bench is conducting a number of night programs, and, in addition, announces for Dobbsie's morning hour.

ELLIS LEVY, onetime head of RKO booking office in San Francisco, has taken charge of the private entertainments division of KFRC, San Francisco.

CHARLIE WELLMAN, with NBC in the east the past year, has returned to Los Angeles as a KTM artist. Known as the "Prince of Pep" he made his California radio debut eight years ago in charge of the KHJ Saturday afternoon frolic.

BLANCHE WOOD, who conducted her shopping hour daily over KGB, San Diego, Cal., has returned to the air after a two months vacation.

BURR McINTOSH, "cheerful philosopher" at KFWB, Hollywood, observed his 70th birthday late in August and was honored by the Los Angeles Breakfast Club.

JACK ROGERS, on the sales staff of KELW, Burbank, Cal., five years ago, has returned to radio but in different capacity. His announcing and singing voice has been heard lately over KFAC, Los Angeles, on program for the Legion Ascot Speedway (weekly auto races).

THE COMMODORES, Chicago NBC male quartet, have been required to change their name four times within the past year. Starting as the Hudson Singers they later became the Silvertone quartet, the Fireside Singers, the Grenadiers, and now the Commodores.

VERA ROSS, operatic contralto, who is best known for her singing in Gilbert and Sullivan roles here and abroad, has joined the vocal staff of WLW, Cincinnati. She will be heard during the Crosley Zero Hour on Wednesdays at 10 p.m., and on Sundays at 4 p.m., EST.

FRANK KING SINGISER, Jr., of the NBC New York staff, and Miss Mary Alice Thomas, of Syracuse, N. Y., were married Sept. 7 in the Riverside Church, New York. They were scheduled to sail for a three-weeks trip to Paris and London.

THELMA MELROSE DAVIES, wife of Edward A. Davies, vice president of WIP-WFAN, Philadelphia, has returned from Europe, where she was engaged in an extensive radio and concert tour. She was heard in Dresden, Heidelberg, Munich, Saltzburg, Nice, Cannes, Monte Carlo and Rome. Mrs. Davies was the first woman to broadcast from the studios of WIP ten years ago.

GEORGE NOBBS, staff announcer of WHN and WPAP, New York, and Miss Helen O'Connell, of the same city, were married on Sept. 10.

SARA LANGMAN, with Warner Bros. film activities the past eight years, has joined the continuity staff of KFWB, Hollywood.

RALPH ROBERTSON, formerly heard over several Los Angeles stations, has joined the announcing staff of KRKD, Los Angeles.

HENRY, ZEB and OTTO, KMOX harmony and comedy team, will make a series of appearances in Missouri theaters during September.

BOBBY BROWN, CBS Chicago production manager, has been absent from the studios for the last six weeks because of illness.

RAY SCHWARTZ, NBC Chicago night traffic manager, and Helen Green, Marshalltown, Ia., have announced their marriage of June 17.

LEO LITWIN resumed his duties as Yankee Network staff pianist on Labor Day, following a two-month rest ordered by his physician.

IRENE TAYLOR, NBC Chicago blues singer, appearing with Charlie Agnew's orchestra, has gone to New York to join Paul Whiteman's organization.

PAUL DOUGLAS, of the CBS announcing staff, and Sabra Worth, of the CBS production department, have disclosed that they were secretly married in August.

WENDELL HALL, the Red Headed Music Maker, has returned to the air in his own program with Leo Terry, organist, over WIBO, Chicago, nightly. Chauncey Parson, tenor, has been added to the WIBO staff, and is singing with Terry two nights a week.

JERRY CROWLEY, publicity director for WIP-WFAN, Philadelphia, attended the three-day party given in New York by the Paramount Motion Picture Corporation for the motion picture critics east of Kansas City. Crowley was formerly associated with Paramount.

PAUL E. (TINY) NEWLAND, heard over most Los Angeles stations the past few years, has joined the staff of KHJ as a baritone singer.

IN THE CONTROL ROOM

JANSKY & BAILEY, Washington radio engineering consultants, have just completed certified coverage reports on WEEI, Boston, and WTAG, Worcester. Previously, they completed similar reports for WJAR, Providence, and WMT, Waterloo, Ia.

RAY LUCIA, of the engineering staff of WHAM, Rochester, N. Y., and his recent bride were on a wedding trip in Nova Scotia during the latter part of August.

GEORGE McELRATH, NBC chief operating engineer, and E. C. Wilbur and W. C. Resides, assistant engineers, had charge of the broadcast of the William Beebe broadcast from beneath the ocean's depth off Nonsuch Island Sept. 11.

BORN to Hollis F. Hayes, operator at WMPC, Lapeer, Mich., and Mrs. Hayes, a son, Hollis Frederick, on Aug. 19.

J. R. POPPELE, chief engineer of WOR, Newark, joined the Hole-in-One Club at the West Orange golf course recently, with a 145-yard drive.

L. A. HYLAND, radio engineer, has resigned from the staff of the Naval Research Laboratories, Bellevue, D. C., to become associated with the Radio Research Co., of Washington, D. C., equipment manufacturers and designers.

HAROLD ROYSTON, NBC Chicago field engineer, and Miss Lois Miller, of Aurora, Ill., were married in Prophetstown, Ill., Sept. 2.

PEAK TIME

Peak time is now available over Southern Wisconsin's most popular station. First survey of its kind in industry proves you must use WCLO if you are to cover Southern Wisconsin and Northern Illinois exclusively. Here are peak audience periods:

7:30-8:30 A.M. "Morning Newsboy"—Latest popular recordings interspersed with preceding night's news and time every five minutes. Participating.

9:15-11:00 A.M. "Woman's Hour"—Fifteen and thirty minute units. News period, (Morning Shopper, participating) organ request program participating, fashion talk and menus and recipes.

12:00-12:30 P.M. "Popular Muleskinners." Announcements only, except five minute News Flashes 12:15, and three minute Market Report 12:25. These Old Timers may be had for fifteen minute units between 12:30 and 1:00 P.M.

1:30-2:00 P.M.—Most popular Story Hour on air, listened to by Southern Wisconsin, Northern Illinois audience.

5:00-6:00 P.M.—"Uncle Sid's ABC Club"—Four fifteen-minute units. Largest children's membership in Wisconsin exclusive of Milwaukee.

8:00-9:00 P.M. Mondays—"WCLO Frolic" 8:00-8:30 P.M. Tuesdays WCLO Mystery Players. 8:00-8:30 P.M. Fridays, WCLO Dixie Minstrels (most popular on the air in Southern Wisconsin).

8:00-9:00 P.M. Saturdays, WCLO Barn Dance. 6:30-7:00 P.M. Daily Organ Recital. All these programs competing successfully with chain programs.

Ask for new WCLO Market Survey, first of its kind in industry. Endorsed by Edgar H. Felix, June 9th issue "ADVERTISING & SELLING".

WCLO Latest Western Electric Transmitter
1200 Kc. JANESVILLE, WISCONSIN
"THE NATIONAL ADVERTISERS' PROVING GROUND"
Serving 240,000 Peopled Area as the Voice of Southern Wisconsin and Northern Illinois

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION
KMBC
A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

"ROUND FIGURES"

form the basis for many optimistic coverage claims which results do not justify. From the beginning, KSTP has foreseen as inevitable the ultimate selection of radio outlets on a basis of practical value and actual return. Accordingly we have from the very beginning considered our *primary*

CIRCLE OF COVERAGE

as a fifty-mile radius from the Twin Cities. In this concentrated area lives half the population of Minnesota—more than one million people—available to our clear, 10,000 watt signal for 19 continuous hours each day. An additional million—and more—people outside this arbitrary area have access to our programs but do NOT affect our rate, based solely on the concentrated area within fifty miles.

RADIO CIRCULATION

is therefore an arbitrary figure—a ROUND FIGURE. More careful analysis of factors which produce results leads to the importance of considering station popularity and "pulling power" as the real measure of

RADIO COVERAGE

This is why advertisers and their agencies who must show RESULTS look straight through "round figures" of circulation claims, and demand proof of audience, whether they have a national campaign, or one wholly centering in

THE TWIN CITIES MARKETING AREA

where this station, sole Red and Blue chain outlet, (1) stood 5th place in NBC mail report for 1931, (2) received this spring 137,204 letters for a single announcement in a single program, (3) is credited by the most authentic national survey with 87.8 "firsts" out of each hundred inquiries over all other Minnesota stations, and (4) already has so little "cream" time for sale that this advertisement is really just a piece of institutional copy. But if you like to ride a "success-special," here are our phone numbers—direct wire service, too, and we'll surprise you with our immediate replies to your inquiries.

STANLEY E. HUBBARD
Vice-Pres. & Gen. Mgr.

KSTP

FORD BILLINGS
Gen. Sales Mgr.

SAINT PAUL MINNEAPOLIS

Minneapolis Office:
Radisson Hotel
MAin 5331

Executive Offices:
Saint Paul Hotel, Saint Paul
CEdar 4400

New York Office:
1010 Graybar Building
MOhawk 4-4999

THE NORTHWEST'S LEADING RADIO STATION

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

CARLETON-HOVEY Co., Boston (Father John's medicine) on Oct. 3 will begin a thrice weekly series of one-minute spot announcements for 26 weeks over WMAL, Washington. WMAL also reports that Maryland Pharmaceutical Co., Baltimore, (Rem) on Sept. 25 will resume its twice nightly spot announcements for 26 weeks. Both accounts are handled direct. Shell Eastern Petroleum Co., New York, sponsoring daily 5-minute road reports over various stations, has renewed its 28-time contract with WMAL for an indefinite period, account handled by Scott Howe Bowen and J. Walter Thompson Co.

GOLDEN STATE Co., San Francisco, (milk and cream) on Sept. 10 started a once weekly serial, "The Golden State Family Robinson," over KGO, San Francisco, and KFI, Los Angeles, of the NBC-KGO network. The cast includes Dorothy Desmond, Barton Yarborough, Charles McAlister, Anita Calfot and Jack Mery. The author, Freeman Tilden. Account is handled by the McCann-Erickson Co., San Francisco.

HECKER'S FLOUR division of General Foods Corp., through Benton & Bowles, New York, has contracted with WOR, Newark, for a thrice-weekly, 15-minute program entitled "The Luck of Joan Christopher." The program is under the direction of Herbert Polesie of the agency staff. Other new accounts on WOR are Runkel Bros., New York (cocoa and chocolate) and a renewal of the McCann Pure Food Hour.

A DANCE MARATHON at Maple Grove Park, near Lancaster, Pa., is being broadcast four nights a week over WGAL, Lancaster, Pa. The contest, sponsored by the local post of the American Legion, is scheduled to run ten weeks. Full station rate is paid.

STANDARD OIL Co. of New Jersey on Sept. 26 starts six broadcasts with from 6 to 100-word announcements on WRC, Washington, daily, except Sunday, between 7 and 9:30 p.m., EST. McCann Erickson Co., New York, handles the account.

THE CALSODENT Co., New York, (mouth wash) has started talks by Marley Sherris on "Mouth Health" over WEAF, New York, Thursday, 9 to 9:15 a.m., and WJZ-WBAL, New York-Baltimore, Tuesday, 9:45 to 10 a.m., EST. Both accounts for 26 weeks, handled by J. Walter Thompson Co., New York.

KGBX, Springfield, Mo., reports the following new accounts: Bulova Watch Co., Quinn-Barry Coffee Co., Fisk Tires, Champion spark plugs, Leonard Refrigerators and Philco Radio. Accounts handled primarily through local distributors.

MARSHALL FIELD & Co., Wholesale, Chicago, (dry goods) has purchased evening time on KYW, Chicago, Mondays, Wednesdays and Fridays for 39 announcements starting Oct. 3 through Dec. 30. Account is handled by N. W. Ayer & Son, Chicago. Following are other new accounts on KYW: Carleton & Hovey Co., Lowell, Mass., (Father John's Medicine) sponsoring a musical program for 26 weeks on Wednesday nights beginning Oct. 5, handled by Broadcast Advertising, Inc., Boston; Hydrox Ice Cream Co., Chicago, increasing its schedule with Uncle Bob (children's program) from half hour daytime on Fridays to the same time on Mondays and Wednesdays beginning Nov. 7, handled direct; Uncle Bob's Beich's Candy Slippers (Chicago), 15-minute program Fridays, renewed for an indefinite period; Raladam Co., Detroit, (Marmola) through A. T. Sears and and Chrichfield & Co., Detroit, increasing its schedule with five-minute transcription drama Tuesday and Thursday evenings, also including a 15-minute transcription program Monday and Wednesday mornings; Bryant & Stratton Business College, Chicago, sponsoring 15-minute program of records Sunday mornings for 13 weeks, handled direct.

BOB WHITE Radio Program Service, Chicago, announces the placing of two transcription script acts for Standard Oil of Indiana through McCann-Erickson Advertising Agency, Chicago; Brownstone Front, city drama, to be offered three times weekly from KWK, St. Louis, for 15 weeks beginning Sept. 12; "Si and Mirandi," rural skit, to run 5 minutes daily for 13 weeks from WCCO, Minneapolis. Transcriptions are by Columbia Phonograph Co.

ARZEN LABORATORIES, Inc., (drug product) will present Phil Kalar in "Song Portraits," weekly 15-minute program for 13 weeks, beginning Nov. 15, from WLS, Chicago. Account was placed through Coolidge Advertising Agency, Des Moines, Ia. The association of Real Estate Taxpayers of Illinois, Chicago, is sponsoring John Pratt in half hour tax talks each Sunday afternoon beginning Sept. 25 for indefinite period. Account is handled by Aubrey Moore, Chicago.

SIGNAL OIL Co., Los Angeles, on Sept. 12 started a 13-week contract for five 15-minute transcriptions weekly of "Tarzan of the Apes" over KPO, San Francisco, through Logan & Stebbins, Los Angeles. The same station has signed Doraldina Cosmetics, Inc., Hollywood, for spot announcements through September, account handled by Paul R. Winanson agency, Los Angeles.

JUSTRITE Co., Chicago, (birdseed) is sponsoring a musical program three evenings a week for seven weeks over WBBM, Chicago, handled direct. Climalene Co., Canton, O., (cleanser) has begun a weekday morning series over WBBM featuring Art Gillham, songs and piano, handled direct. National Tea Co., Chicago, (local food stores) has renewed for 26 weeks daily weekday 15-minute program of harmony songs. Robert P. Gust, (household novelties) has renewed for 52 weeks morning and afternoon 15-minute programs, handled direct. Thorpe Military School, Lake Forest, Ill., has renewed for another four weeks its 15-minute dramatizations six evenings a week, handled direct.

ACCOUNTS reported from KTAB, San Francisco, Cal., include: C. F. Church Co., New York (toilet seats), daily one-minute spot announcements by electrical transcriptions on Alma LaMarr's Household Hour, through Scott Howe Bowen, Inc.; Tetrazene Cleaning Fluid Co., San Francisco, sponsoring "Looney and Gooney" comedy act daily except Saturday and Sunday, indefinite contract handled direct; Caldow Paint Co., San Francisco and Oakland, weekly recitals by Aram Poladian, tenor, to run until Nov. 9, handled direct, and Philip R. Park Laboratories, Los Angeles (seaweek health food) thrice weekly electrical transcriptions, placed by Bob Roberts and Associates, San Francisco, for the Wallin and Barksdale agency, San Francisco.

KYA, San Francisco, in August started the following accounts: Elmo, Inc., San Francisco (cosmetics), three 15-minute programs weekly, handled direct; Miracul Wax Co., St. Louis, daily spot announcements, handled by Aufenger agency, St. Louis; California Bottling Ass'n, San Francisco (Acme Brew) daily spot announcements, through Emil Brisacher & Staff, San Francisco; Ball Brothers Co., Muncie, Ind. (canning products) weekly 15-minute program for 13 weeks, handled by the Applegate agency, Muncie; Yolanda Salad Oil Co., San Francisco, spot announcements, account handled by Emil Brisacher & Staff.

JAMES H. FORBES TEA AND COFFEE Co., St. Louis, has renewed the "Buccaneers" musical each Monday night for an indefinite period on KMOX, St. Louis. Station announces signing A. S. Aloe Co., St. Louis, (oculists) with "Eyes of the World," dramatic sketch, Sunday afternoons, beginning Sept. 4.

WIP-WFAN, Philadelphia, reports the signing of a 13-week contract for a weekly musical program by the Phoenix Hosiery Co., Milwaukee. On its Town Tattler, morning program, WIP-WFAN has added Kelly's Oyster House and the Dial Shoe Co., while the Philadelphia Electrical Association has signed for the daily Home Makers period.

KNX, Hollywood, reports the following new accounts: Pacific Electric Railway Co., spot announcements, no agency; Vitamont dog and cat foods, Los Angeles, three announcements a week; political candidates—Maj. Richard M. Cannon, for Congress, two 15-minute periods a week, the Rev. Martin Luther Thomas, state assembly, and Buron Fitts, for reelection as Los Angeles District Attorney; Wallace, Inc., Los Angeles, (stomach remedies) three 15-minute programs, no agency; Currier's Tablets, Inc., Hollywood, (stomach nostrum), nightly; Pillsbury Flour Co., through Dollenmayer Advertising Agency, Minneapolis, year's contract for place on KNX Breakfast Club program; Los Angeles Soap Co., renewed for "Chandu," through Earnshaw-Young, Inc., Los Angeles; Stratton Salt Co., (Norton's salt) has taken time on Breakfast Club program through Millar Advertising Co., Los Angeles.

WMCA, New York, announces four Jewish commercial accounts: "Heroes of Israel," life stories of Biblical characters, Sunday, 7 p.m., sponsored by General Foods Corp. (postum); "The Jewish Vagabond Singers," Monday, 9 p.m., Maxwell House Coffee; "Songs of Jerusalem," Thursday, 9:30 to 9:45 p.m., Baker's Cocoa and Chocolate; "The Jewish Blues Singer," Sunday, 7:15 p.m., I. Rokeach & Sons.

THREE MINUTE CEREALS Co., Cedar Rapids, Ia., (breakfast cereal) begins the "Secret Three" mystery serial five nights a week for 26 weeks over WGN, Chicago, Sept. 26. Account was placed by Blackett-Sample-Hummert, Chicago. Station announces also John Puhl Products Co., Chicago, (cleanser) sponsoring Tom, Dick and Harry, harmony, each weekday night for an indefinite period. Account handled by Charles Stevens, Chicago. Also St. Johns Military Academy, Delafield, Wis., each Sunday, Tuesday and Friday evening for 15 minutes of narrative for indefinite period. Stack-Goble, Chicago, handles the account.

INTERSTATE TRANSIT Lines, Omaha, operating buses from Chicago to the Pacific Coast, has taken time on KOIL, Omaha.

INTERNATIONAL OIL HEATING Co., St. Louis, (burners) has returned to WJJD, Chicago, for the season with an increased schedule of weekday morning half-hour programs and weekday evening 15-minute programs of hill-billy entertainment (transcriptions) for 26 weeks beginning Sept. 19. The Willett Agency, Kansas City, handles the account. This client also sponsoring weekly half-hour program Saturday nights on WLS, Chicago. WJJD also announces a series of Sunday half-hour transcription programs for Armour Institute of Technology, Chicago, beginning Sept. 25 for indefinite period, handled direct.

HOUGHTON-DUTTON Co., Boston department store, has taken the 10:15-10:45 a.m. period on Sundays for a year, over WNAC, Boston, beginning Sept. 11, to sponsor "Uncle Bob Houghton" reading the comic supplement to the Boston Sunday Advertisers, together with songs and discussion. Salinger and Publicover, Boston, handles the account.

NETWORK ACCOUNTS

FUNK AND WAGNALLS, New York, (The Literary Digest) has assumed the sponsorship of Edwin C. Hill's talks on the day's news and personalities over 44 CBS stations for six weeks, Monday, Wednesday and Friday, 8-8:15 p.m. Mr. Hill will also broadcast the results of the presidential poll conducted by the magazine. Samuel C. Croot Co., Inc., New York, handles the account.

CAMPANA Corp., Batavia, Ill. (Italian balm) on Sept. 26 starts "Dr. Fu Manchu," dramatic sketch and orchestra, over 23 CBS stations for 52 weeks, Monday, 8:45-9:15 p.m., EST. McCann-Erickson, Inc., Chicago, handles the account.

HORLICK'S MALTED MILK Co., Racine, Wis., on Sept. 27 starts health talks by Dr. Buirdesen, over the NBC-WJZ network, Tuesday and Friday, 8:30-8:45 p.m., EST. Lord & Thomas, Chicago, handles the account.

GENERAL MILLS, Inc., Minneapolis, (Bisquick) on Oct. 10 starts year's account with "Sally and Bob," household script, on an NBC-WJZ network, Monday to Friday, inclusive, 3-3:15 p.m., EST. Blackett - Sample - Hummert, Inc., Chicago, handles the account.

MALTED CEREALS, Inc., Burlington, Vt., (Maltex) on Sept. 9 started dramatized children's program on an NBC-WEAF network, Wednesday and Friday, 5-5:15 p.m., EST. Samuel C. Croot, Inc., New York, handles the account.

DR. MILES LABORATORIES, Elkhart, Ind. (Elka seltzer) on Oct. 16 will start a program featuring Frederick Landis, Hoosier editor, Gertrude Lutzi, singer, the Four Norsemen and an 8-piece orchestra, over 28 CBS stations for 26 weeks, Sunday, 2:45-3 p.m., from Chicago. Wade Advertising Agency, Chicago, handles the account.

DURKEE MOWER Co., Boston (Marshmallow Fluff and Rich's Cocoa) on Sept. 18 begins a series over 8 Yankee Network stations, with Andrew Jacobson's orchestra, harmony team, comedian and master of ceremonies, Sunday, 6:45-7 p.m. Contract continues to April 9, 1933. Harry M. Frost, Boston, handles the account.

C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on Sept. 29 begins a 13-week series of cooking talks by Mrs. A. M. Goudiss over the NBC-WJZ network, except KWCR, Thursday, 11-11:15 a.m. Thomas M. Bowers Advertising Agency, New York, handles the account. Mrs. Goudiss will also be heard beginning Sept. 27, on Tuesdays over same network at same time for Kraft Phenix Cheese Co., Chicago (mayonnaise); J. Walter Thompson, Chicago, handles account.

XUM

GENERAL FOODS Corp., New York, (Postum) announces that it will present an "All-American Football Show" under the direction of Christy Walsh, sports writer, through the coming football season. Starting Sept. 23, the program will be heard over a CBS network of 35 stations, Friday, 9-9:30 p. m. It will be announced by Harry Von Zell and will feature reenactments of thrilling episodes from the games of 1932 as well as old games.

CARNATION-ALBERS Co., Seattle, (cereals), has bought for 35 weeks the Cross-Cuts program of Dr. Laurence L. Cross with Southern Harmony Four, for the NBC-KGO network, five mornings weekly. Erwin, Wasey & Co., San Francisco, handles the account.

SHELL OIL Co., San Francisco, has renewed its contract on "Eb and Zeb" for 13 more weeks on the Don Lee-CBS network, and is also spotting the program via transcriptions over 13 other stations. The oil company also bought the Blue Monday Jamboree for one night, Sept. 5, sending the two-hour program over the entire western chain as part of a smash advertising campaign.

LEE PRODUCTS Co., Boston (Lee cleanser) on Sept. 8 started "Lee Sparkles of Melody" over WNAC, Boston, and the following Yankee Network stations: WEAN, WDRC, WORC and WMAS. Morton Bowe, tenor; Jane McGrew, readings; a two-piano team, and Irwin Cowper as master of ceremonies presents the program, which is head Thursday, 10-10:15 a.m. Chambers & Wiswell, Boston, handles the account.

FRIGIDAIRE Corp., Dayton, O., on Sept. 15 starts "The Frigidarians," dance band under the direction of Floyd Schaffer, with Charles Allen as speaker, over a nation-wide NBC-WJZ network, Tuesday, Wednesday and Thursday, 5 p.m., EDST. The program originates in the studios of WLW, Cincinnati, where Schaffer is conductor and arranger.

THE CARNATION Co., Seattle, (canned milk) on Oct. 10 starts a program of music and dialogue, "Crosscuts of the Log o' the Day," on the NBC-KGO network, daily except Saturday and Sunday, 8:45-9 a.m., PST. Erwin, Wasey & Co., San Francisco, handles the account.

STANDARD OIL of California resumed its winter series of weekly concerts over the NBC-KGO network Thursdays, 8:15 p.m., PST, with Alfred Hertz taking up the baton on Sept. 8. Jascha Veissi, concert master of the group and member of the San Francisco Symphony, was soloist on the initial broadcast.

PROSPECTS

A. H. LEWIS MEDICINE Co., St. Louis, (Natures Remedy and Tums) is now making up lists, using radio along with other media. Nelson Chesman & Co., Inc., St. Louis, handles the Natures Remedy advertising, and Ruthrauff & Ryan, Inc., Chicago, places the Tums account.

PAN AMERICAN AIRWAYS System, New York, makes up lists during September, using radio and other media. Batten, Barton, Durstine & Osborn, New York, handles the account.

T. H. JOHNSON, Salt Lake City agency, has been appointed to conduct a campaign for Challenge Cream and Butter Association in the mountain states area. The firm had previously confined its radio activity to Pacific coast states.

KEELOR & STITES Co., Cincinnati agency, has been appointed by the Oskamp-Nolting Co., Cincinnati jewelers, to handle its new radio and newspaper campaign.

STATION NOTES

NEW STUDIOS of WEVD, New York, in the Claridge Hotel, will be formally dedicated late in September with special ceremonies. The transmitter of WEVD, a new RCA-Victor 1-kw. unit, is located in Brooklyn. The transmitter utilizes a vertical antenna designed by Earl W. Dannals, its chief engineer. The antenna is mounted parallel with its vertical wooden mast and is 218 feet in height. Mr. Dannals told the New York correspondent of BROADCASTING that the station uses the longest transmission line in the United States, the distance between the antenna and the transmitter being 940 feet. Staff personnel of WEVD includes George Maynard, studio manager and musical director; Ted Weller, chief announcer, and Ted Nelson, commercial director.

KMBC, Kansas City, has made recordings of two of its most successful features, "Happy Hollow" and "Phenomenon." They are available from the station or its Chicago representative, William G. Rambeau, 360 No. Michigan Ave.

WJAR, Providence, one of the three oldest stations on NBC, celebrated its tenth anniversary with a special program over the New England Network Sept. 7. In 1923 WJAR, with WEAF, New York, and WCAP, Washington (now WRC), formed the first hookup by the A. T. & T. Co.

WDAE, Tampa, Fla., was instrumental in quieting the fears of hundreds of Floridans last month when a storm over the Gulf of Mexico threatened to strike Tampa. Besides answering telephone inquiries, the station staff broadcast weather reports every half hour.

Miss Cross Joins WIP

CAROLYN CROSS, formerly with the Women's Radio Institute, who has been heard over 56 stations on tours of the country, has been engaged by WIP-WFAN, Philadelphia, to conduct the Daily Home Makers Club and the weekly broadcast meeting in the Gimbel store. Miss Cross, formerly known as Zella Drake Harper, was affiliated with KDKA, Pittsburgh, as the "Kiddies Poetry Lady." She is an authority on homemaking, having been in charge of the national electric model home equipped by General Electric, Westinghouse and the Philadelphia Electric Co. at the Sesqui-Centennial and having conducted the model home features in the NEW YORK HERALD TRIBUNE.

Australian Broadcaster Visits Radio Commission

M. B. DUFFY, president of the Australian Federation of the "B" Class Broadcasting Stations, constituting the commercial stations of that commonwealth, and a director of the Commonwealth Bank of Australia, visited the Radio Commission Sept. 8 and discussed with its members the mutual radio problems of the two countries.

Following the conference, Acting Chairman Lafount of the Commission said Mr. Duffy gave the Commission much enlightening information on broadcasting conditions in Australia. He said also that there is a striking similarity in the radio problems of the two nations and that the big controversy over there at this time involves the payment of royalties by stations to the authors and composers. In Australia there are two classes of stations, the "A" class being operated by the government and the "B" stations being privately operated.

Mr. Duffy attended the British Economic Conference at Ottawa as an advisor to the Australian delegation. Before coming to Washington he visited the headquarters of NBC and CBS in New York. He expects to visit London prior to returning to Melbourne.

Cemetery Account

FOREST LAWN Memorial Park, Glendale, Cal., cemetery, has come back to the air with a program over KFI, Los Angeles, for 45 minutes weekly called "Tapestries of Life." Series will continue as a year ago when different episodes narrated, in dramatic form, stories of famous statuary, buildings, antiques and art objects in Forest Lawn Memorial Park. Time will be equally divided between dramatic presentations of the play and the musical numbers which are incidental or descriptive to the dramatic action.

UNIVERSAL RADIO PRODUCTIONS, Inc., Chicago, which has taken over the Universal Recording Laboratories to serve advertisers and agencies in recording radio programs as they are broadcast, announces the appointment of Milton M. Blink, formerly with the Chicago Branch of United States Advertising Corp., Toledo, as general manager.

OPEN FOR CONTRACT—PEAK TIME
on the Nation's Capital Station
WMAL WASHINGTON D. C.

Most favorable time is now available for national advertisers because WMAL will shortly sever its affiliation with CBS.

WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA

—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .

—A market in which it has brought consistent sales results to its national and local advertisers . . . .

33 1/3 and 78 r.p.m.
Western Electric Turntables

• LARGER AUDIENCE

• A strong carrier and high percentage modulation provide the necessary coverage. Audience, however, requires more than "punch."

• Audience demands quality also.

• The same equipment which gives coverage will usually get audience, if properly adjusted.

• A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.

• The intelligent planning of future improvements requires such an analysis.

• Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.

• The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.

• Correspondence is treated confidentially and promptly.

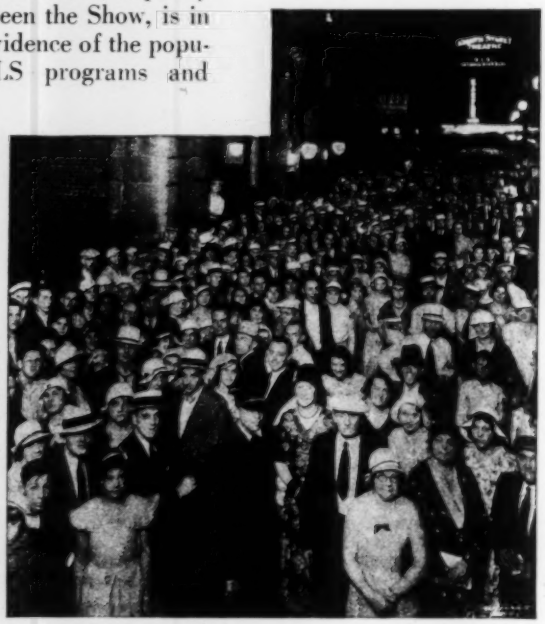
Radio Research Company, Inc.
1204 Irving Street N.E.
Washington, D. C.

. . . in 23 weeks

54,467 People

In 23 weeks, 54,467 people have paid to see the WLS National Barn Dance program broadcast from the stage of the Eighth Street Theater. At every performance, the Theatre has been filled to capacity and each night, without exception, many have been turned away for whom there was no room available.

We believe this is the first time in radio history where admission has been charged to see a radio program broadcast over a continuous period of time. The fact that, in every instance, capacity crowds have seen the Show, is in itself ample evidence of the popularity of WLS programs and artists.



The photograph shows throng waiting outside to get into the second Show. Two performances are given each Saturday night. Admission price of 50 cents each being charged.

Programs with the popularity of the National Barn Dance are the rule—not the exception at WLS. They explain the unusual record the station has for producing results for its advertisers.

WLS

The Prairie Farmer Station

Burridge D. Butler . Pres.
Glenn Snyder . Manager

Main Studios and Office
1230 West Washington Boulevard .. Chicago

50,000 Watts • 870 Kilocycles Clear Channel

AGENCIES AND REPRESENTATIVES

LOGAN AND STEBBINS, Los Angeles agency, handles the account for Signal Oil Co., Los Angeles, for transcription of "Tarzan" series of Edgar Rice Burroughs stories by the same name. Feature was to start Sept. 12 with records spotted at KPO, San Francisco; KNX, Hollywood; KGB, San Diego; KERN, Bakersfield; KDB, Santa Barbara; KMJ, Fresno and KFXM, San Bernardino, Cal.

W. E. SMITH, formerly with J. Walter Thompson Co., is now advertising manager of Swift & Co., Chicago. He was at one time vice president of Alfred Decker & Cohn and before that with the Curtis Publishing Co.

FRANCIS GATES PORTER, of the Stack-Goble Advertising Agency, Chicago, was killed in an automobile accident in Oak Park, Ill., Aug. 28.

SEAVER-BRINKMAN-Gerstenberger, Inc., 303 Chester-Twelfth Bldg., Cleveland, places radio advertising for: Fisher Stores; Canfield Oil Co.; Saif, Inc.; Garay, Inc.

Commission Hears Goelet Case Aired

ORAL ARGUMENTS on the application of Peter Goelet, son of the prominent New York banker and realtor, for a portion of the facilities of WMRJ, Jamaica, N. Y., to be employed in the operation of a new 50-watt "week end" station on the Goelet estate at Goshen, N. Y. were presented before the Radio Commission Sept. 8. Arguments were requested by Peter J. Prinz, owner of the Jamaica station, in opposition to the recommendation of Chief Examiner Yost that WMRJ be deleted for failure to serve public interest and that the Goelet application be granted.

Although the Goelet application did not seek deletion of WMRJ but requested only eight of the 40 hours used weekly by the Jamaica station on the 1210 kc. channel, B. M. Webster, Jr., former general counsel of the Commission and attorney for Mr. Goelet, urged denial of the WMRJ renewal application after it was learned that Commission counsel would not participate in the oral arguments. He said WMRJ is the type of station that the Commission should not continue to authorize and that the "time is ripe for deletion" of stations of that character.

Vaudeville on BBC

(*Continued from page 11*)

for the favorite BBC broadcast. The program is the most expensive on the ether."

Mr. Fryer is a pioneer radio man. He began his work in 1924 at the Newcastle station in the days of granite mikes, and he was also station director at Bournemouth. He had ten years professional experience prior to that in musical comedy and revue work.

Among the vaudeville entertainers of the air whom Mr. Fryer has made popular are Mabel Constanturos and Michael Hogan, Clapham and Dwyer, and Nelcie Nevard. Assisting Mr. Fryer is his staff accompanist, Jean Neville, an Australian girl who is a graduate of the Royal Academy of Music.

Mr. Fryer is very definite on his aims for program work. He said: "As vaudeville is such a varied form of entertainment, we must go in for raising the standard of entertainment. The public wants to hear only the very best artists and listen to the very best in comedy. They are bound to like you in the end for helping them to appreciate better things. No red nosed comedians are on our program list."

Speaking of vaudeville programs at the BBC, he said: "In fairness to vaudeville artists and especially to comedians, they should not be allowed to appear on the air too often. To enable listeners to have changes in their vaudeville, two types of programs are used: first, the broader type of performance, supported by dance music, and secondly, a much quieter type which might contain songs sung in French or German, a dramatic monologue or sketch, an operetta, a good standard instrumentalist, and generally one comedian carefully selected who will blend in with the rest of the program. No artist, amateur or professional, is refused an audition, and some 1500 to 2000 aspirants are heard yearly, but less than one per cent reach the standard required."

Visitor Departs

CHARLES O. STANLEY, London advertising agency executive and director of commercial broadcasting in the Irish Free State, sailed from New York aboard the S.S. Mauretania Aug. 24 after attending the Ottawa conference at which he was an unofficial observer.

RCH

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

XUM

3 REASONS

for putting Charlotte on the list

1. IT'S A "BRIGHT SPOT" CITY

Charted among the comparatively few business "Bright-Spot" Cities of the country is Charlotte, N. C. Interesting, too, is the number of Southern cities so honored by that excellent business publication, "Sales Management." Never rising to extreme heights of inflation, this section of the South has not experienced an excessive back-wash, and business is above U. S. average.

2. WBT DELIVERS THE MOST COMPLETE LOCAL COVERAGE IN THE UNITED STATES

Even before WBT went to 25,000 watts, it counted among its *regular* audience 93.1% of all Charlotte radio listeners. Now with 25,000 watts, it enters the ranks of the relatively few broadcasters operating on highpower. It is the *only* broadcasting station in the 25,000-50,000 watt class along the Atlantic Seaboard South of Philadelphia.

3. 25,000 WATTS AT 5,000 WATT RATE

No increase has been made in rates since WBT issued its Rate Card No. 4, effective December 1, 1930. With primary coverage increased five times, this station offers advertisers a low cost medium reaching a tremendous audience particularly enthusiastic about CBS network programs and its own studio features of network quality.

• "The Pioneer Broadcasting Station of the South"
Operating Full Time on Cleared Channel

STATION WBT INCORPORATED

• Key Station of the Dixie Network
of the Columbia Broadcasting System

• THE COLUMBIA BROADCASTING SYSTEM

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

A MODERN TRANSMITTER IS NO GUARANTEE OF A DISTORTION-FREE SIGNAL

▼

■ Even well designed modern transmitters are capable of serious modulation distortion if some simple maladjustment—wrong value of grid bias, for instance—occurs. Modulation distortion becomes a particularly flagrant difficulty as the percentage of modulation is pushed closer and closer toward 100%. Asymmetry of the carrier modulation (i.e. unequal percentage modulation on positive and negative peaks) is only one of these troubles.

■ Protection against modulation troubles is best secured through a daily routine check on the transmitter with a General Radio modulation meter. This instrument not only measures percentage modulation on both positive and negative peaks, but it can show shifts of the average amplitude of the carrier during modulation and non-linearity of the modulation system. It operates from power picked up in the antenna circuit and its indications are, therefore, independent of conditions within the transmitter.

■ A useful auxiliary, the distortion-factor meter, makes it possible to measure the amount of distortion occurring in the entire transmitter from speech circuit to antenna.

■

Write for data on our method of checking transmitter distortion.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

What Effect Repeal on Radio?

(Continued from page 7)

stations have been reluctant to declare their position as to whether they plan to carry commercial programs setting forth the merits of the several brews and wines. It is known, however, that certain independent stations, including WOR, are studying the problems involved.

Fine Programs Promised

BREWERS have been frank to say that they intend to use radio broadcasting as a supplement to their newspaper advertising. They declare that their programs will have a standard of excellence that will be revolutionary in radio. They point out that while many other "dying" industries have attempted such programs to "revive the corpse," the pulmotor stopped when financial backing was withdrawn.

"Money makes the mare go," they argue, and money will make the new radio programs. All the figures presented by dry economists to prove that the return of light wines and beer would have little effect in restoring business would have to furnish more than these figures to convince habitues of the "monuments of Mirth" of other days—Churchill's, Rector's, Martin's, Mouquins, Jack's, Palais Royal, Rustanoby's, the Knickerbockers, the Hoffman House, Reisenweber's, Gavanaugh's, Guffanti's and a host of other places.

It is roughly estimated that 12,000 entertainers, like those cast in the divertissements and extravaganzas of those days, are walking the streets or haunting the audition rooms of the great stations. Great maitres des hotels, their talented chefs and staffs, with the exception of Oscar of the Waldorf, dropped into oblivion, also, it is pointed out, for the reason that the profits from their bars faded with the adoption of the Volstead act. Theatres found the going hard for the same reason, they argue.

There is no question that every famous rendezvous, or at least its modern counterpart will spring into existence with the repeal of Volsteadism and they will want to get on the air. And the concensus of opinion in broadcasting circles is that they will get on the air; that the breweries will broadcast, and the distilleries as well, if the repeal of the Eighteenth Amendment is accomplished.

Everyone agrees that it will revive the theatre and all other forms of entertainment that have suffered so acutely under the dry acts.

ON RECOMMENDATION of its legal division, the Radio Commission Sept. 8 remanded to the examiner for further hearing, the case involving stations WIL and KFWF of St. Louis. Examiner Pratt has recommended that KFWF be deleted, finding that the St. Louis Truth Center, licensee, was guilty of allegedly fraudulent operations, and that WIL be given full time on 1200 kc., which it shares with KFWF. Additional testimony having to do with the charges against KFWF will be sought, it is understood.

N.A.B. CONVENTION IN ST. LOUIS
Next November
Headquarters - THE HOTEL CHASE

Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
Rates for two, $5 to $7 per day

THE HOTEL CHASE
ST. LOUIS, MO.
J. A. HADLEY, Manager

Include WPG

IN YOUR FALL AND WINTER SCHEDULE

WPG IS THE ONLY RADIO STATION SERVING THE SOUTH JERSEY MARKET

During July and August **WPG** was Key Station for the Columbia Broadcasting System **147 times,** with an average Coast-to-Coast Network of 67 stations taking each program—**WPG** has **National** and **Local Interest**

JEANNE GLEMBY, Theatrical Star, aids KING NEPTUNE in bringing "THE BREAKING OF THE WAVES" during the Dancing by the Sea program, to the Radio audience

Radio Advertising Over **WPG** *Brings Results*

Local listeners buy Radio Advertised Products—Visitors dial **WPG** on their return home to keep posted on Atlantic City activities—Tell both your story at low cost—Use **WPG**, a cleared National Channel station, 5000 watts, 1100 kilocycles

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

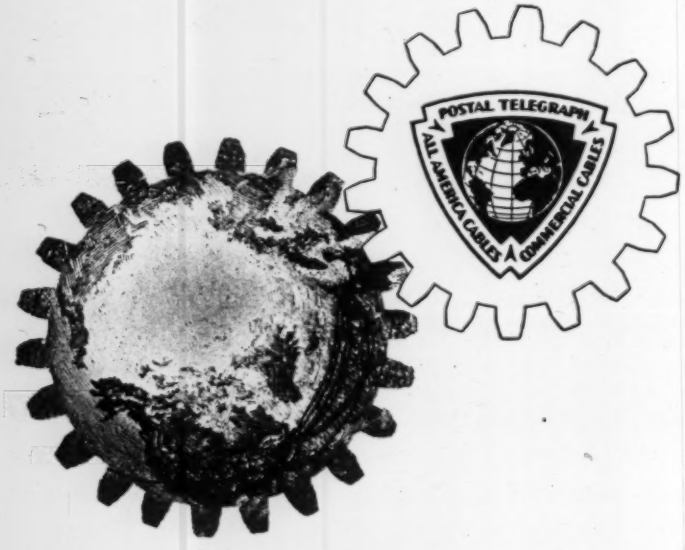
STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

XUM

GEARED

to the COMMUNICATION NEEDS

of the ENTIRE WORLD



...TELEGRAPH CABLE *and* RADIO

● Just a murmured password into your telephone... "Postal Telegraph"... and instantly you have at your command a far-reaching system of telegraph, cable and radio facilities working in perfect harmony... a system that reaches the other side of the world just as speedily, as accurately and as dependably as it reaches the other side of the town... the great International System of which Postal Telegraph is a part.

Postal Telegraph links you with 80,000 cities, towns and villages in the United States and Canada.* Its service extends to Europe, Asia and The Orient through Commercial Cables... to Central America, South America and the West Indies through All America Cables ... and to ships at sea via Mackay Radio. It is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

"Fortune" Appraises Radio

(Continued from page 15)

as supplementary rather than as competitive."

As to the cost of a network program to a sponsor, the magazine estimates that a broadcaster who is looking for national coverage with a representative program must figure on $10,000 a week for time charges, $5,000 for talent.

"With such an investment he ought to be able to spend at least an hour a week with between 3,000,000 and 4,000,000 U. S. citizens," it concludes. "How many sales he makes is almost entirely up to his program and his product."

The appraisal deals at some length with the rates paid by networks to local stations and the comparative value to stations of transcriptions or spot programs. Without being unduly critical of the networks, the article points out that the rates paid local stations are far below the station's card rates.

Newspapers "would not put up with any such arrangement," the periodical states, "but the local stations are at a considerable handicap." As a consequence, transcription makers are talking of forming a transcription network "which will combine the present flexibility and convenience of spot broadcasting with a good representation in the thickly-populated northern and middle - western metropolitan areas."

The scheme at this time, however, "is largely nebulous, partly because few advertisers have anything but a prejudice against the transcription and partly because the networks, paying almost nothing for their time, can offer it to advertisers at a relatively low rate."

By way of summary, FORTUNE lists the major developments in radio since December, 1930, as follows:

(1) The virtual disappearance of the argument that broadcasting is entertainment rather than sales. "Radio copy, even more than magazine or newspaper copy, should be short and simple, for the advertiser is working with a series of sudden flashes rather than with the more sustained illumination possible in publication advertising."

(2) The trend away from programs of the strictly studio type into more high-powered and more sensational broadcasts. This is attributed to keener air competition and the depression. CBS has grown "until today no advertiser need feel that either chain, per se, is preferable to the other." Program popularity has shifted from the name to the serial type.

(3) Little change has been noted in the listening habits of the radio audience. NBC has done well in the sale of morning hours, but neither network has secured many afternoon commercial periods. "To the most ambitious broadcasters, radios still go on at 7 p. m. and go off at 10:30 or 11."

Finally: "Radio has almost ceased to be an advertising sensation. It has settled down to being an advertising success."

IS YOURS a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

USG Specializes in Studio Design

Sound Absorption	*Sound Insulation*
Acoustone	Floors
Acousteel	Ceilings
Sabinite "A"	Walls
Sabinite 38	Doors

Machinery Isolation

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-9, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

From a $5 Bet on a $1 Watch *came the pioneer broadcasting station*

IT looked like anything but a historic moment—back there in 1916. One of our engineers, in a spirit of raillery, had made a bet that his nickel-plated timepiece would keep better time than another's fine, new 21-jewel gold-cased model.

But the challenger himself was something of a watch expert. So, it is whispered, he proceeded to mount a fine, jeweled movement in his nickeled "turnip." Then both engineers began seriously to plot accuracy curves against the master clock in our main offices. And, as the rivalry grew keener, even the accuracy of the master clock was questioned.

"I'll put in a wireless set and get Naval Observatory time direct from Arlington," proposed the owner of the "dollar" watch. So he set up apparatus in his backyard garage and joined the army of amateurs then chattering in dots and dashes through the ether.

His backyard broadcasting station initiated new equipment, new ideas. Dots and dashes gave way to voice transmission — music and dialogue. 8XK, the station's call, acquired a reputation. Meanwhile there was more and more talk throughout our offices that radio was destined for a larger commercial future.

A positive hint appeared in September, 1920, when a Pittsburgh department store, in order to sell a stock of radio receivers, advertised: "Hear those interesting 8XK programs in your own home."

On November 2, 1920, a Westinghouse-operated radio station, KDKA, announced the first regularly scheduled broadcast, to report the Harding-Cox election returns. From that point on, the history of broadcasting has practically all been written. From that point on, KDKA became a household word.

The fifteen million radio receivers now owned by American homes, the three-billion-dollar radio industry which annually produces some half a billion dollars' worth of radio equipment—all have been greatly stimulated by developments which Westinghouse sponsored.

So, every time you listen to a radio today, remember that broadcasting took form in the minds of Westinghouse men—was prompted by a friendly wager between two of them, was nurtured in the backyard garage of one of them, and reached full flower amidst our factories and our laboratories.

WESTINGHOUSE · RADIO · STATIONS

KDKA	KYW	WBZ	WBZA
Pittsburgh, Pa.	Chicago, Ill.	Boston, Mass.	Springfield, Mass.

ACTIONS OF THE
FEDERAL RADIO COMMISSION
SEPTEMBER 1 TO SEPTEMBER 14 INCLUSIVE

Applications . . .

SEPTEMBER 2

WFOX, Brooklyn—Install automatic frequency control.

WEEI, Boston, Mass.—Direct measurement of antenna power.

NEW, Fort Lee, N. J.—Atlas Broadcasting Corp. for CP to use 1450 kc., 500 w., limited time to operate 10 hours per day.

WSPA, Spartanburg, S. C.—Modification of license to change from 1420 kc., 100 w. night, 250 w. day, unlimited hours to 590 kc., 250 w., unlimited hours.

WCSC, Charleston, S. C.—License to cover CP issued 6-21-32 for new equipment and local change of transmitter.

KOMA, Oklahoma City, Okla.—CP for changes in equipment and change location of transmitter, exact location to be determined by tests.

WEBC, Superior, Wis.—Modification of license to change modulation system of auxiliary transmitter and operate same with 1 kw. power instead of 500 w.

SEPTEMBER 8

WSYB, Rutland, Vt.—Modification of CP issued 8-12-32, change of equipment and transmitter locally, to extend date of completion to 11-28-32.

WHAM, Rochester, N. Y.—Modification of CP issued 11-17-31 to extend date of commencement and date of completion.

WNBW, Carbondale, Pa.—Voluntary assignment of CP and license to WNBW, Inc.

KASA, Elk City, Okla.—Modification of CP issued 7-1-32 for new station, to change equipment and move transmitter and studio locally.

KGFI, Corpus Christi, Tex.—License to cover CP issued 4-19-32 for changes in equipment.

WJBY, Gadsden, Ala.—Voluntary assignment of license to Ingram Broadcasting Co.

NEW, Abilene, Tex.—John Tindale for CP to use 1420 kc., 100 w.; share time equally with KABC; requests facilities of KABC, San Antonio.

WCCO, Minneapolis—License to cover CP issued 11-17-31 as modified for new equipment and operate with 50 kw. power.

KFQD, Anchorage, Alaska—License to cover CP issued 4-26-32, change in equipment and increase operating power from 100 to 250 w.

SEPTEMBER 9

W9XAL, Kansas City, Mo.—Modification of CP for extension of completion dat to 10-15-32; experimental visual broadcasting station.

WDEV, Waterbury, Vt.—Modification of CP for changes in equipment and extend date of completion.

WOR, Newark, N. J.—CP to move transmitter to Shore Road, Tremley, N. J., change equipment and increase power from 5 kw. to 50 kw.

WFIW, Hopkinsville, Ky.—CP to change location of transmitter and Main Studio to Louisville, Ky., exact location to be determined.

WCSC, Charleston, S. C.—Modification of license to change frequency and power from 1360 kc., 500 w., to 1450 kc., 500 w. night, 1 kw. D. Requests facilities of WTFI, Athens, Ga.

WTFI, Athens, Ga.—CP to change location to Greenville, S. C., new equipment, change frequency and power from 1450 kc., 500 w., to 1360 kc., 500 w. night, 1 kw. D. Requests facilities of WCSC.

KFYO, Lubbock, Texas—License to cover CP for change in equipment.

KUSD, Vermillion, S. D.; KFNF, Shenandoah, Ia., and WILL, Urbana, Ill.—Modification of license to change hours and remove time clause from license.

KTBR, Portland, Ore.—Voluntary assignment of license to KALE, Incorporated.

SEPTEMBER 14

WMIL, Brooklyn, N. Y.—Modification of license to increase hours of operation. Requests 1/3 time formerly used by WLBX, now deleted.

WESG, Glens Falls, N. Y.—Voluntary assignment of license to O. T. Griffin and G. F. Bissell, and CP to move station from Glens Falls, N. Y., to Hudson Falls, N. Y., and install new equipment.

WEEU, Reading, Pa.—Voluntary assignment of license to Berks Broadcasting Company, a corporation.

KOMA, Oklahoma City, Okla.—CP amended to give exact location of proposed transmitter as 7½ miles N. E. of Oklahoma City on U. S. Highway No. 66 and additional data on proposed equipment.

KFBB, Great Falls, Mont.—License to cover CP issued 3-25-32 for changes in equipment.

Decisions . . .

SEPTEMBER 6

WCFL, Chicago—Granted modification of CP extending completion date to March 27, 1933.

KMJ, Fresno, Cal.—Granted modification of CP to make changes in equipment.

Set for hearing: NEW, The Greenville News-Piedmont Co., Greenville, S. C.—Requests CP for new station, 590 kc., 250 w. night, 500 w. LS, unlimited time, experimental; WSAZ, Huntington, W. Va., and WOBU, Charleston, W. Va.—Request special authorization to increase night power from 250 w. to 250 w. with additional 250 w. experimental; WHBF, Rock Island, Ill.—Renewal of license.

SEPTEMBER 8

WTAG, Worcester, Mass.—Granted authority for direct measurement of antenna input power.

WWSW, Pittsburgh, Pa.—Granted license covering installation of new equipment and increase in day power; 1500 kc., 100 w. night, 250 w. LS, unlimited time.

KDKA, Pittsburgh, Pa.—Granted license covering alternate transmitter constructed under experimental license, 980 kc., 50 kw., unlimited time.

KGCU, Mandan, N. D.—Granted license covering changes in equipment, 1240 kc., 250 w., specified hours.

KFRC, San Francisco; KGB, San Diego, and KHJ, Los Angeles—Granted consent to voluntary assignment of license to Don Lee Broadcasting System.

WRBX, Roanoke, Va.; KFBI, Abilene, Kans., and WKFI, Greenville, Miss.—Granted extension of working of Rule 145.

WJSV, Alexandria, Va.—Granted authority to remain silent until Nov. 1.

WJBU, Lewisburg, Pa.—Authorized to suspend operation temporarily due to emergency caused by fire.

KWEA, Shreveport, La.—Denied request to take depositions in re Docket cases 1295 and 1472.

KRMD, Shreveport, La.—Granted modification of CP to change equipment and increase power from 50 to 100 w.

KGFW, Kearney, Neb.—Authorized to change hours of operation from unlimited to specified hours, during September.

WKAV, Laconia, N. H.—Authorized to operate station as temporary receiver for additional period of 30 days from Sept. 5.

KSOO, Sioux Falls, S. D.—Granted authority to take depositions in re its application for renewal of license, scheduled for hearing Sept. 19.

Set for hearing: NEW, F. C. Carroll, Lakewood, O.—Requests CP for special experimental service; KLO, Ogden, Utah—Requests application to move station to Salt Lake City, set for hearing because of protest of KDYL.

KTAB, San Francisco, Cal. (Ex. Rep. 383)—Granted renewal of license on 560 kc., 1 kw., unlimited time, sustaining Chief Examiner Yost.

KFWF and WIL, St. Louis, Mo. (Ex. Rep. 386)—Application for renewal of license remanded to docket.

WJW, Mansfield, O. (Ex. Rep. 387—Granted permission to move station from Mansfield to Akron, O., using same facilities, i. e., 1210 kc., 100 w., unlimited time, reversing Examiner Hyde.

WNOX, Knoxville, Tenn.—Application for renewal of license dismissed from hearing docket and granted, because Tennessee State Press Co. failed to file an appearance within time allowed.

WREC, Memphis, Tenn.—Granted permission to intervene in application of Thirty-first St. Baptist Church, Indianapolis, for CP for broadcasting station, application to be heard Sept. 22.

Washington Visitors*

George Bricker, WMCA, New York
Deane Fitzer, WDAF, Kansas City
Joe H. Kirby, KSOO, Sioux Falls, S. D.
Peter Goelet, B. M. Webster, Jr., and Bernard J. Fuld, New York
Peter J. Prinz and Richard C. Bolton, WMRJ, Jamaica, N. Y.
Frank W. Wozencraft, RCA, New York
Robert Wilder, WOR, Newark
Hon. M. B. Duffy, Melbourne, Australia
Walter Whetstone and Walter Whetstone, Jr., WTEL, Philadelphia
A. S. Clarke, WBTM, Danville, Va.
Roberto Mender, San Juan, Porto Rico
John T. Caulkins, WESG, Glens Falls, N. Y.
Frank Megargee, WGBI, Scranton, Pa.
Glenn Tucker, RCA, New York

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *September 1-14.*

Applications dismissed at request of applicants: WOL, Washington, D. C.—Modification license 1240 kc., 250 w., unlimited time; NEW, Steubenville Broadcasting Co., Steubenville, O.—CP 1420 kc., 100 w., specified hours.

SEPTEMBER 13

Applications granted:

NEW, Herman G. Halsted, Hazleton, Pa.—Granted CP for new station to operate on 1420 kc., 100 w., share with WILM. (Facilities of WILM).

WILM, Wilmington, Del.—Granted modification of license to reduce hours from unlimited to specified—10 a.m. to 9 p.m., EST.

WDBO, Orlando, Fla.—Granted special authorization to operate temporarily on 580 kc. with 250 w. on experimental basis, subject to termination at any time without hearing or prior notice if the need arises; also subject to Commission's decision on application for modification of license.

WIEX, National Broadcasting Co., Inc., New York—Authorized to operate station on board nonregistered Steam Lighter Freedom, instead of Derelict, formerly HMS. (Action taken Sept. 8).

KUJ, Walla Walla, Wash.—Authorized to operate unlimited time Sept. 13 and Nov. 8, and to operate after midnight on said dates. (Action taken Sept. 9).

WISN, Milwaukee, Wis.—Granted temporary authority to use transmitter of WHAD under call letters WISN until repairs can be made, for not over 30 days.

WKFI, Greenville, Miss.—Granted extension of program test period for 30 days pending action on license application.

WDEV, Waterbury, Vt.—Authorized to change Sunday hours from 2:30 p.m. to 4 p.m. to 10:30 a.m. to 12:30 p.m., EST., for period not later than Nov. 29, 1932.

Action on examiners' reports: WAAB, Boston, Mass., Bay State Broadcasting Co. (Ex. Rep. 389)—Denied modification of license to increase power from 500 w. to 1 kw., sustaining Examiner Pratt.

NEW, Harold H. Hanseth, Eureka, Cal. (Ex. Rep. 400)—Granted CP for new station to operate on 1210 kc., 100 w., D. hours, and 12 midnight to 2 a.m. on condition that a suitable transmitter site shall be selected by applicant and approved by the Commission before the construction authorized shall be commenced, sustaining Examiner Pratt.

KPJM, Prescott, Ariz.—Reconsidered action of Aug. 30 in granting license to A. P. Miller and designated application for hearing. Licensee to be recalled and temporary license issued to M. B. Scott and E. C. Sturn to be extended pending outcome of hearing, when R. W. and D. P. Lautzenheiser's application for facilities of this station will be considered.

KICK, Red Oak, Ia.—Affirmed action on May 6, 1932, granting CP to move studio and transmitter to Carter Lake, Iowa, using same frequency and power, i. e., 1420 kc., 100 w., unlimited time.

Favors Air Conditioning

DURING the past two years a study has been made at the Commerce Department's Bureau of Standards of the sound absorbing properties of air under varying conditions, and as a result of this study some rather interesting facts have been found, which are detailed in Research Paper No. 465 in the August Bureau of Standards JOURNAL OF RESEARCH.

When the air is very dry, sound is absorbed much more readily than when the air is full of moisture, it was found. Also when the temperature is high, sound is absorbed better than when it is cold. This increased absorption is most pronounced for sounds of high pitch. The conditions then for maximum absorption are those prevailing on a hot, dry day. Under these conditions it has been found that sound can not be heard as far as on a cool, damp day.

This problem is of considerable interest in broadcasting studios where an attempt is made to keep the absorption constant. This can be done by the use of an air conditioning system, and in many studios such a control has been installed. It has also been found that the rate of decay of sound in a room does not follow exactly the uniform law that has hitherto been assumed, but that the rate of decay is influenced by the area of absorbing material present and its distribution.

Ban On Price-Quoting Is Lifted By Nets As Incentive To Sales

Both NBC and CBS Allow Limited Mentions Effective At Once As Business Aid

Mr. Paley

THE QUOTING of prices, prohibited in network radio programs since the inception of the chains, is now being permitted by both NBC and CBS, within limitations. Their decisions follow close upon the NBC ruling of several weeks ago to allow price quotations in daytime programs. As was the case when the daytime rule was relaxed, the Great Atlantic & Pacific Tea Co., sponsoring the A. & P. Gypsies on NBC, was the first to carry prices in its night feature, offering a specialty with two price anouncements during its regular 30-minute period the evening of Sept. 12.

NBC made no public announcement of its decision, but it was learned that it had decided, effective Sept. 12, to permit one price mention in any 15-minute period and two price mentions in any 30-minute period sponsored by advertisers. NBC retained the right to approve or disapprove the manner in which the price announcements are made.

Paley Announces Plan

WILLIAM S. PALEY, CBS president, announced publicly and advised all advertisers and agencies that, effective Sept. 15, Columbia will allow not more than two price mentions per 15-minute period, provided the total length of all sales talk shall not exceed one and one-half minutes; not more than three price mentions per 30-minute program, provided total sales talks shall not exceed three minutes, and not more than five price mentions per 60-minute program, provided sales talks shall not exceed six minutes. Prices mentioned, Mr. Paley said, must be of the "article or articles advertised and must be in no sense competitive or comparative."

Mr. Paley further declared that advertisers, by mutual agreement, will avoid the conflict of successive commercial continuities so that sales talks at the end of one program will not be followed immediately by sales talks at the beginning of another.

"At the new price levels," said Mr. Paley, "there are many bargains for the public. We in Columbia feel that the mention of these prices should provide an undoubted impetus to buying.

Will Increase Sales

"WE BELIEVE a conviction is current among advertisers that the past twelve months have demonstrated the effectiveness of radio as a direct selling weapon to a degree that was scarcely hoped for in the early days of broadcasting. We offer the foregoing program as a means of increasing still further the effectiveness of radio as a medium by (1) rendering a more complete and satisfactory service to the listening public, (2) clarifying and emphasizing the advertising message, and (3) reducing commensurately the length of the commercial continuity.

"Our specific contribution toward this end is the permitting of price mention. The permanence of this policy must rest within the response which it meets among program builders and radio listeners. CBS reserves the right to revoke this policy without prior notice if, in its judgment, it fails to meet with satisfactory response on the part of either the former or the latter or fails of its purpose to elevate the standards of radio broadcasting."

Columnist is Sponsored By Political Candidate

A UNIQUE political campaign is being conducted over WMCA and WINS, New York, by Phelps Phelps, former assemblyman and candidate-at-large for the Republican nomination as representative-at-large. Friends of Mr. Phelps finance the radio campaign.

John Chapman, NEW YORK DAILY NEWS columnist, takes 15 minutes each Thursday, 7:15 p. m., on WINS to chat about the doings of prominent New Yorkers and Broadwayites. In the middle of his broadcast he introduces Mr. Phelps, who talks for three minutes on current problems without once mentioning his candidacy.

Announcers' Names Back

FINDING after a trial period of two months that "the radio audience is more interested in the announcer's identity than was supposed," WOR, Newark, this month resumed its customary signatures. Announcers' names were eliminated from all programs on the theory that the individual should be subordinated to the program and that, unless he had actually written or compiled the program, his name was unnecessary. The audience reaction, however, was preponderately unfavorable, WOR frankly admits, and hereafter WOR announcers will append their names to all programs.

Georgia Political Net

ON THE EVE of Georgia's Democratic primaries, Sept. 13, radio stations of the state, keyed by WSB, Atlanta, were employed in extensive hookups over which the various candidates spoke. The stations linked for the political broadcasts were WENC, Americus; WPFI, Athens; WRDW, Augusta; WRBL, Columbus; WMAZ, Macon; WFDV, Rome; WQDX, Thomasville, and WTOC, Savannah.

Times Wide World Photos

New Automatic Tuning Device

SAMUEL G. FRANTZ, of Princeton, N. J., has linked the clock with a radio set in such a way that the hands of the timepiece select the programs in accordance with adjustments made even twelve hours in advance of the broadcast. It turns the receiver on and off and regulates the volume; in fact, it makes the radio set automatic, operating in much the same way as an alarm clock. The clock can be regulated to preselect entertainment from six stations, and by building it large enough twenty stations could be scheduled.

The radio tuner is a drum-like device that appears on the panel in the same style as the ordinary drum tuner-dial. A clock above it on the panel turns the drum in accordance with the time of day. There are forty-eight slots in the circular side of the drum. Each slot represents a quarter hour period over twelve hours. In each slot is a sliding button. The call letters of six favored stations are written on a scale alongside the drum. If the button in slot 2:15 is moved opposite WOR, the receiver automatically will tune in WOR at that time, although the button may have been so adjusted by the operator at 7 a. m.

A set so equipped can also be tuned manually. When a tiny red lamp glows on the panel, it indicates that the automatic mechanism has control of the circuit. A maze of gears, levers and a small motor turn the wheels. The time-clock unit is compact, occupying a space only six inches square inside the cabinet.

Klauber Seriously Ill

DUE TO the strain of recent activities, including the protracted copyright negotiations, Edward Klauber, first vice president of CBS, has been confined to his home on physicians' orders following a heart attack. He must remain in bed for a month, and then must take a month of convalescence, the doctors have ordered.

RADIO headliners of many New York stations, including the key outlets of the NBC and CBS, entertained at the charity supper, dance, and entertainment sponsored by the Newspaper Club of New York at Arrowhead Inn, New York, on Sept. 8.

Sectional Hymn Tastes Revealed by Listeners In Seth Parker's Poll

SECTIONAL tastes in hymns are revealed in the tabulation of replies to Seth Parker's (Phillips H. Lord) request for aid of listeners in picking America's ten favorite selections. The request was made over the NBC-WEAF network, and the results have just been announced.

The favorite hymns in the order of choice follow: "The Old Rugged Cross," "Nearer My God to Thee," "Abide With Me," "Lead Kindly Light," "Rock of Ages," "Jesus, Lover of My Soul," "In the Garden," "Onward Christian Soldiers," "Church in the Wildwood" and "Let the Lower Lights Be Burning."

A majority of the listeners in the east start their list of ten favorite hymns with "The Old Rugged Cross." Other favorites are "Onward Christian Soldiers," "He Leadeth Me," "Rock of Ages," "Sweet Hour of Prayer," "How Firm a Foundation," and "Lead Kindly Light."

Missourians have shown a marked preference for "Jesus, Savior, Pilot Me," "In the Garden," "I Need Thee Every Hour," "Blest Be The Tie That Binds," and "Let The Lower Lights Be Burning."

Many Iowans have listed the same songs as are seemingly preferred by Missourians, but in addition have shown preference for "Jesus Calls Us," "Day Is Dying In The West," "Shall We Meet Beyond The River," and "Abide With Me."

Wisconsin listeners enumerate "Old Time Religion," "Face to Face," "Just As I Am," and "Let The Lower Lights Be Burning," as their favorites.

From Ohio scores of listeners suggest "I Love to Tell The Story," "He Lifted Me," "Stand Up, Stand Up for Jesus," "What a Friend We Have In Jesus," and "When the Roll is Called Up Yonder," among their ten favorites.

Favorites of Oregon show a marked difference from those of listeners in the middle west and east. "Ring the Bells of Heaven," "O' That Will Be," "Sunlight In My Soul," "Jesus Is All The World to Me," and "Ninety and Nine," lead the list.

Two New Broadcasters Okeyed by Commission

NEW LOCAL stations for Hazleton, Pa., and Eureka, Cal., were authorized Sept. 13 by the Radio Commission. Herman G. Halsted, Hazleton, was granted authority for a station on 1420 kc., 100 w., to share with WILM, Wilmington, the latter station being authorized to reduce its hours from unlimited to specified—10 a.m. to 9 p.m., EST. Harold H. Hanseth was authorized to build the Eureka station, to operate on 1210 kc. with 100 watts, during daylight hours and from 12 midnight to 2 a.m., under certain conditions.

XUM

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

ACE ANNOUNCER, Past year, program director prominent western station, wants new location. Formerly announcer-organist big Chicago station. Organ programs equal any in America. Six years behind Mike. Highest endorsement all former employers. Complete record, references, on request. Arthur Walker General Delivery, St. Joseph, Missouri.

American announcer technician now employed with prominent Canadian broadcasting organization desires position in United States. All-round experience, excellent references, unmarried. Will go anywhere. Address Box 31, BROADCASTING.

Help Wanted

A newspaper affiliated station wants a keen ambitious salesman as commercial manager. Not a high pressure "spots" rate cutting type of salesman, but one who is filled with persistence—knows how to merchandise an account—develop program ideas for sponsorship.

Tell everything about yourself in absolute confidence—your qualifications, experience, references—present and past salary, record of sales, etc. Box 51 BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs—Any make or Model—24 hour service. Stretched diaphragm double button repairs, $7.50. Others, $3.00. Single button repairs, $1.50. Write for 1933 Catalog with diagrams. Universal Microphone Company, Ltd., Inglewood, California.

The Copyright Puzzle

(Continued from page 7)

the affairs of the broadcasters as might a local representative.

Mr. Schuette conferred with Mr. Mills on Aug. 30 after which he asked all stations to send him the necessary information concerning their operations so that he would be in position to negotiate their individual "sustaining" fees. He was to have conferred with Mr. Mills in New York again on Sept. 8, but this meeting was deferred until Sept. 12 at the latter's request.

Main Terms of Contract

SALIENT TERMS of the new contract are as follows:

8. Under the terms and conditions hereinabove set forth, LICENSEE agrees to pay to SOCIETY, as compensation for the within license, the sum of

Dollars ($ _____)

per annum, payable in equal monthly installments on or before the 10th of each month during the term hereof, plus

(a) For the first year of the term hereof, a sum equal to three per cent (3%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,

(b) For the second year of the term hereof, a sum equal to four per cent (4%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,

(c) For the third year of the term hereof, a sum equal to five per cent (5%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities.

(d) The term "net receipts" from the sale of its broadcasting facilities shall refer to the full amount charged by and actually paid to LICENSEE for the use of its broadcasting facilities (sometimes known as "time on the air"), after deducting commissions not exceeding fifteen per cent (15%), if any, paid to the advertising agent or agency (not employed or owned in whole or in part by LICENSEE).

LICENSEE shall render monthly statements to SOCIETY on or before the 10th of each month covering the period of the preceding calendar month on forms supplied gratis by SOCIETY, and shall include in such statements all net receipts, without exception, during the said month from the sale of the broadcasting facilities ("time on the air") of the said station, which said statement shall be rendered under oath and accompanied by the remittance due SOCIETY under the terms hereof. Any such statement may also include a deduction by or credit to the LICENSEE for any amount reported by it as received during a prior month from the sale of its broadcasting facilities but which it has been compelled to refund as a "time discount." In the event that any such item shall be collected after it has been credited or deducted as aforesaid, it shall then be included again in the net receipts of LICENSEE on the monthly statement next succeeding the date of the actual collection.

9. SOCIETY shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto; provided that such examination does not interfere with the usual conduct of business by LICENSEE.

It is understood and agreed that SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days notice in writing to repair or correct such breach or default and in the event that such breach or default has not been repaired or corrected within said thirty (30) days, SOCIETY may then forthwith cancel said license.

11. SOCIETY agrees to indemnify, save and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demands or suits that may be made or brought against the LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper of pleading, or a copy thereof, and SOCIETY shall have sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall cooperate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleadings, bonds or other instruments, but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in the SOCIETY'S repertory but NOT heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to cooperate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

12. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

State Stations Donating Time to Political Parties

WISCONSIN is furnishing state broadcasting facilities free of charge to all political parties at specified periods each day prior to the state primaries on Sept. 20. Daily, a half hour at noon and an hour in the evening is devoted to political addresses over WHA, operated by the state university at Madison, and WLBL, operated by the Department of Agriculture and Markets at Stevens Point. The stations will make no attempt to censor the speeches, the speakers assuming full responsibility.

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